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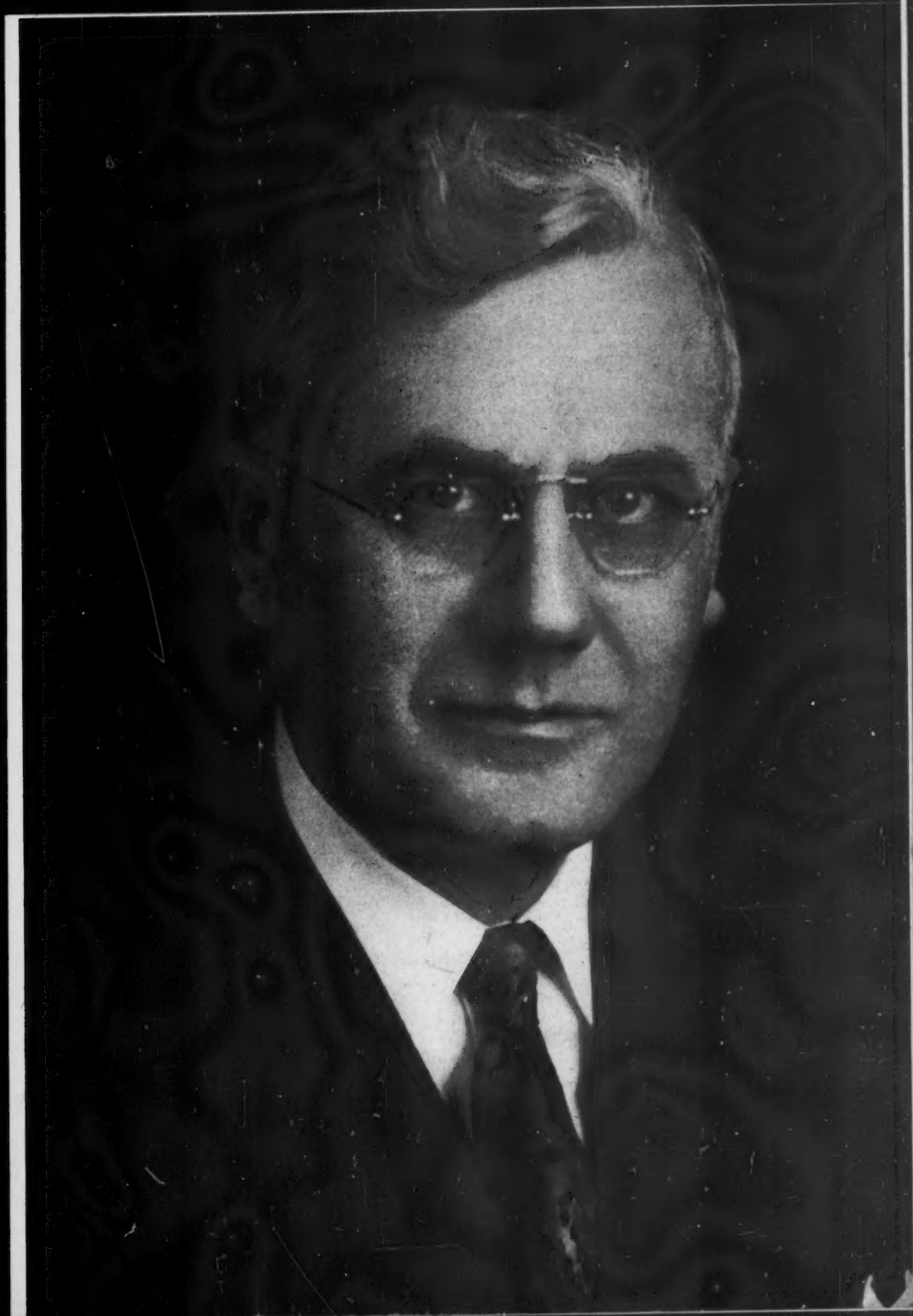
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# Industrial Standardization



# American Standards Association Incorporated

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## Lighter Touches

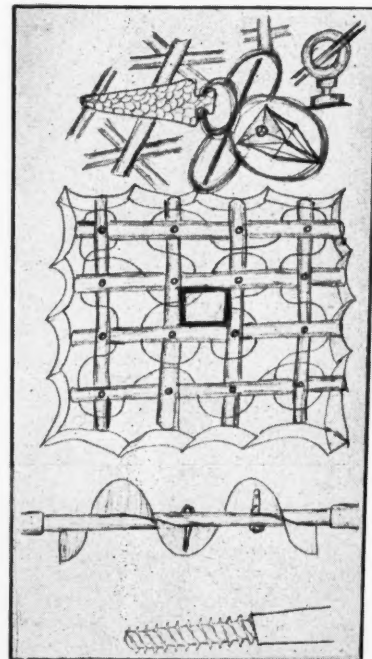
### At the 30th Annual Meeting

What's in a name? Quite a bit for Mr Shreve who found it hard to pronounce Mr Goubeau's name when introducing him. The latter offered to change it to Smith. . . . Or for Dr Gaillard (pronounced Gi-yar) of the ASA staff who met Mr Gaillard (pronounced Gaylard), a consultant on aeronautical problems, for the first time at Annual Meeting.

Report of the International Electrotechnical Commission to Standards Council was "hot off the press." Mr McNair, the U.S. delegate who presented it, had flown back from the IEC meetings in Sweden only the day before.

Joke of the day was the wire recorder which usually ran out as some delegate was ardently "making a point"—result, a pause until a new wire could be inserted.

Calling all psychoanalysts for a look at the many styles of doodling . . . samples were collected after members filed out of a meeting room.



## Company Members

More than 2100 companies hold membership either directly or by group arrangement through their respective trade associations

# **Standardization** **helps build** **the telephone**



It takes 433 parts of 48 different materials to make a telephone, and in 1948 Western Electric—manufacturing and supply unit of the Bell System—will turn out over 4,000,000 of them. Yet the telephone itself accounts for only 7% of the equipment needed to give telephone service.

Production of the requisite large quantities of complex telephone equipment calls for the utilization of standardized procedures to the fullest degree. Here at Western Electric, standardization starts with the machines, tools, benches and trucks in our manufacturing plants. Even the factory buildings themselves are standardized as far as possible in such details as aisle width, column spacing and partitions.

From there on, every step in the manufacturing processes from the preliminary drawings to final testing is done in accordance with accepted standards. And these standards are being constantly revised as better manufacturing techniques are devised.

In its purchasing, distribution and installation procedures, too—just as in manufacturing—Western Electric has standardized all the way down the line. Through this standardization, Western Electric is enabled to do its complex job efficiently and economically. The quality of Western Electric's job contributes to the quality of Bell Telephone service—the most useful and dependable telephone service in the world.

## **Western Electric**

A UNIT OF THE BELL SYSTEM SINCE 1882



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### Part 2—Price List of American Standards



Reg. U. S. Pat. Off.

Ruth E. Mason, Editor

Janet Meldon, Assistant Editor

Advertising Representatives—Woolf & Eloffson, 70 E. 45th St., New York 17, N.Y.

Standardization is dynamic, not static. It means  
not to stand still, but to move forward together.

Single copy, 35 Cents. Subscription price \$4.00 per year (foreign \$5.00). Special to schools and libraries \$3.00 (foreign \$4.00). Re-entered as second class matter August 13, 1948, at the post office at New York, N. Y., under the Act of March 3, 1879.

#### Arthur J. Beck—

As head of the Standards Division, Purchasing Department, and editor of the Standards Catalog of the Detroit Edison Company since 1937, Mr Beck can speak from personal experience on the interrelation of standardization and purchasing activities . . . during the war, served as chief of the Item Identification Section Requirements Division Headquarters Army Service Forces.

#### W. B. Floyd—

Now engaged in "Operating Research" in General Operating Office of Sears, Roebuck and Company . . . with Sears since graduation from engineering school of Kansas State College in 1929 . . . has managed the company's Merchandise Testing Laboratories . . . during the war, "loaned" to Production Division of the U.S. Maritime Commission and Research and Development Division of the Quartermaster General's Office.

#### Vincent de P. Goubeau—

Before the war, was purchasing agent for the United Fruit Company at Boston . . . joined the Office of Procurement and Materiel in the Navy Department early in 1942 . . . continued in various capacities until mid-1944, at which time and until V-J Day was Chief of Procurement . . . since 1945, associated with the Radio Corporation of America, RCA Victor Division, as director of materials.

#### Harold L. Hoefman—

In discussing standards and manufacturing, he has many years of experience with all aspects of Link-Belt Company to offer in support of his opinions . . . first assignments with the company concerned engineering design and layout of conveying and materials-handling equipment . . . following this, became sales manager in Dallas, Texas; sales engineer in charge of foundry mechanization in Chicago; district sales manager covering the states of Indiana and southern Ohio; district manager in Detroit; general manager of a new manufacturing plant acquired in Atlanta; general manager of the Chicago plant; and vice-president in charge of manufacturing.

#### W. John Kenney—

A graduate of Stanford University and Harvard Law School, he began his career as a lawyer in San Fran-

# Biographies

cisco, where he practiced from 1929 through 1936 . . . at that time, became chief of the oil and gas unit of the Securities and Exchange Commission, where he served until 1938 . . . returned to the practice of law in Los Angeles . . . in 1941, became special assistant to the Under Secretary of the Navy . . . served as chairman of the Navy Price Adjustment Board, and general counsel from 1941 to 1946 . . . served as Assistant Secretary of the Navy before his appointment as Under Secretary . . . both as assistant secretary and as Under Secretary, he has been the Navy's member of the Munitions Board.

## William P. Kliment—

For the past 25 years, has been with the Crane Company . . . twelve of these years spent in the Hydraulic and Thermal Industrial Laboratory, eight in the steam specialty engineering field, and five as engineer of standards . . . represents the Manufacturers Standardization Society of the Valve and Fittings Industry on the Standards Council of the American Standards Association, as well as on several sectional committees and technical subcommittees . . . in addition, a member of the Advisory Committee on Commercial Standards of the National Bureau of Standards, and his company's representative in the American Petroleum Institute, the Manufacturers Standardization Society of the Valve and Fittings Industry, and the American Water Works Association.

## Gerald C. MacDonald—

Since 1940, has been with Montgomery Ward and Company—first, as manager of Ward's Bureau of Standards and, later, as manager of the Quality Control Department . . . earlier this year, appointed manager of the Merchandise Testing and Inspection Department . . . previously spent three years as assistant manager of the Bureau of Standards at R. H. Macy & Company, New York . . . a member of the Board of Directors of the American Society for Testing Materials and of the Administrative Committee on Ultimate Consumer Goods of the ASTM . . . chairman of the Committee on Standards and Terminology of the Mail Order Association of America.

## Willis S. MacLeod—

At present the Deputy Director of the Standards Branch of the Bureau of Federal Supply, U.S. Treasury Department . . . joined the staff of the Department in 1945 to serve as consultant on all standardization activities . . . prior to that, was with the WPB Office of Civilian Requirements as Special Assistant in charge of all conservation, standardization, and simplification work on civilian commodities programmed by WPB . . . his Federal service also included work with the Office of Price Administration as chief of Technical Operations and later as director of the Standards Division . . . before his government service, served with the Standard Oil Company of New Jersey . . . after spending three and a half years in Sumatra where he reached the position of Chief Refinery and Safety Engineer, returned in 1934 to Standard Oil Development Company to participate in a program of standardization and simplification of refinery equipment and material.

## Carol Willis Moffett—

Elected to the ASA Board of Directors in 1946, her participation in the development of consumer standards goes back many years . . . in 1933 originated the Better Buyman-ship bulletins for Household Finance Corporation and has since written extensively on many phases of consumer problems . . . prominent in leading consumer organizations, she served as vice-chairman of the Advisory Committee on Ultimate Consumer Goods from 1941 to 1943 . . . is chairman of the teacher-retailer committee of the National Consumer-Retailer Council, Inc. and a member of the American Home Economics Association, the American Association of University Women, and the League for Women Voters.

## Earl O. Shreve—

Selling has been his lifetime job . . . for a half century has sold and directed sales for the General Electric Company . . . started as an engineer recruit following graduation from college . . . qualified as a GE salesman two years later, which assignment took him to the West . . . became successively GE resident

agent for the State of Nevada, turbine sales specialist, assistant manager, and, finally, manager of the GE San Francisco office . . . in 1926, appointed manager of the Industrial Department at Schenectady . . . three years later made assistant vice-president and then vice-president in charge of sales in 1934 . . . in 1945 became vice-president in charge of customer relations . . . having served as a director of the Chamber, was elected president of the Chamber of Commerce of the United States in 1947, and is now serving his second term . . . is also vice president of the National Fire Protection Association. . . he is a former president of NEMA.

## R. C. Sogge—

Since graduation from Ohio Northern University and John Marshall School of Law has been with the General Electric Company . . . started with transformer sales in Pittsfield and then moved on to the sales office at Cleveland . . . was appointed assistant to the manager of the Central Station Department in 1925 and manager of the Customer Division, Central Station Department in 1934 . . . in April 1945 became assistant manager, Central Station Divisions, Apparatus Department . . . was promoted to his present position as manager of the Standards Division, Executive Department in 1947.

## John F. Sonnett—

The "nation's top trust-buster" was the term used to describe him during his term as Assistant U.S. Attorney General in charge of the Antitrust Division . . . a well known New York trial lawyer since his first days with Cahill, Gordon, Zachry & Reindel beginning in 1936 . . . left the firm in 1941 to become executive assistant and, later, chief assistant to the U.S. Attorney for the Southern District of New York . . . following this, was named Special Assistant Attorney General in charge of the New York office of the War Frauds Division and then special counsel for the Navy assigned to the Under Secretary of the Navy . . . during 1944, both as a civilian and, for a time, as a commissioned naval officer, served as special assistant to the Secretary of the Navy . . . returning to civilian status, he became Assistant U.S. Attorney General in charge of the Claims Division and the Antitrust Division . . . has now resumed private practice with Cahill, Gordon, Zachry & Reindel.



Howard Coonley, chairman of the ASA Executive Committee, Professor Comfort Adams, first chairman of the American Engineering Standards Committee (now ASA), and Dr Frank B. Jewett, recently elected member of the Board of Directors, exchange reminiscences of their long experience with standardization.

Dr H. S. Osborne, newly elected ASA vice-president, The Honorable W. John Kenney, Under Secretary of the Navy, and Vice-Admiral G. F. Hussey, Jr, USN (Ret), secretary of the American Standards Association, after the luncheon meeting at which Mr Kenney described the new Army-Navy-Air Force program for coordination of standards.



Earl O. Shreve, president of the U. S. Chamber of Commerce, and Mrs Carol Willis Moffett, a director of the ASA Board. Mr Shreve was the keynote speaker on "What Good Are Standards?" at the Conference of Staff Executives meeting. Mrs Moffett presented consumers' views.

# 30th Annual Meeting

T. D. Jolly is elected new ASA President; Dr H. S. Osborne will serve as Vice-President; "What Good Are Standards" discussed by company and association members; Kenney, Sonnett, Shreve are featured speakers

**C**OMPANY members and association members both took advantage of an opportunity to join in lively discussions on the question "What Good Are Standards?" at the Thirtieth Annual Meeting of the American Standards Association, October 20-22.

Climax of the meeting was the luncheon on Friday, October 22, at which The Honorable W. John Kenney, Under Secretary of the Navy, the principal speaker, described how the Munitions Board is coordinating the standards of the Navy, Army, and Air Forces. (Mr Kenney's paper is published on page 188). Final reports of the president and chairman of the Standards Council were presented at this session (pages 206 and 207) and election of officers for the coming year announced.

Thomas D. Jolly, vice-president in charge of engineering and purchases of the Aluminum Company of America, will be president for 1949. He succeeds F. R. Lack, vice-president of the Western Electric Company. Mr Jolly has been with the Aluminum Company since 1915. He started as a draftsman and became master mechanic, and Superintendent of Maintenance, before he was transferred to the position of buyer and eventually purchasing agent for the company. In 1937, Mr Jolly was made Chief Engineer and Director of Purchases, and in September of 1942 became vice-president. He is a member of the American Society of Mechanical Engineers and the National Association of Purchasing Agents.

Dr H. S. Osborne, chief engineer of the American Telephone and Telegraph Company and past chairman of the Standards Council, will be ASA vice-president. Dr Osborne has a broad experience in the technical phases of standardization, both in the work of the American Standards Association and in other technical societies. He is now serving as vice-president of the United States National Committee of the International Electrotechnical Commission, and is past president of the American Institute of Electrical Engineers, of the American Society of Planning Officials, and director and vice-president of the Regional Planning Association.

**T**HE Association was particularly pleased to be host at the annual meeting luncheon to Professor Comfort Adams (just a week before his eightieth birthday). It was Professor Adams who 30 years ago called to order the first meeting of the ASA's predecessor organization—the American Engineering Standards Committee. "No man has done more than has Comfort Adams in stimulating the growth of cooperative enterprises within the engineering profession," said F. R. Lack, president of the ASA, in introducing Professor Adams. "It is not too much to say that he took the leading part in the organization of the American Welding Society; the Engineering Division of the National Research Council, and of course the American Standards Association."

Other special guests introduced at the luncheon meeting included Howard Coonley, past president of the ASA and president of the International Organization for Standardization; R. E. Zimmerman, who had been presi-

dent of the American Standards Association from 1941 to 1943; and Colonel W. R. McCaffrey, General Manager of the Canadian Standards Association.

The first day of the meeting was devoted to the Company Member Conference. John F. Sonnett, partner in the firm of Cahill, Gordon, Zachry, and Reindel, and former Assistant United States Attorney General, discussed "The Legal Aspects of Standardization." He referred to the Supreme Court decisions affecting industry-wide pricing systems and gave as his opinion that standardization, an economic necessity in a mass-production system such as ours, becomes unlawful only when it is used for the suppression of competition. (Mr Sonnett's paper is published on page 192.)

A panel discussion on the value of standards in engineering, purchasing, and production was the feature of the afternoon session. (Report on Company Member Conference, page 202.)

The second day, devoted to the Conference of Staff Executives (now the Conference of Organization Members of the American Standards Association), heard Earl O. Shreve, president of the Chamber of Commerce of the United States, warn against the possibilities that the government might assume proprietary interests in standardization or that standards might become controls which would place restrictive mandatory procedures on industry. His talk was the keynote for a panel discussion on the value of standards in purchasing, manufacturing, and marketing to wholesalers and retailers, and to the consumer. (page 204.)

**T**HE Mechanical Standards Committee and the Consumer Goods Committee, the correlating committees for work in these respective fields, also held meetings on October 21 (pages 208 and 210). In addition, the Sectional Committee on Letter Symbols and Abbreviations for Science and Engineering, Z10, met to consider several standards that are nearing completion.

A conference to determine whether American industry wished to participate in the work of the international Technical Committee ISO 48 on Scientific Glassware and Related Laboratory Apparatus brought together representatives of the leading glass manufacturers, user groups—such as the American Chemical Society, American Medical Association, American Public Health Association, the Munitions Boards, etc., and general interest groups. It was the general opinion of this meeting that insufficient information was available upon which to make a decision. The ASA was requested to secure from the secretariat—the British Standards Institution—a detailed statement as to the contemplated scope and an explanation as to the need for specifications should the participating bodies be in favor of this project.

Reports of the year's technical activities were made to the Standards Council, the group in charge of such work under the procedure of the American Standards Association, at its annual meeting October 22. (Report of Standards Council meeting, page 206-207.)

# *How the Munitions Board* **Is Coordinating the Services' Standards**

**By W. John Kenney**

*Under Secretary of the Navy*

Millions of dollars savings expected from uniform cataloging system;  
Standards Agency to issue National Military Establishment standards;  
Working groups appointed to consult with industry on standards program

**F**ROM its wartime experiences, the Navy is keenly aware of the importance of simplification and standardization to an efficient and economical military supply system, to rapid industrial mobilization and, therefore, to our national security. No customer having spent some 55 billions of wartime dollars on the products of industry, as did the Navy, could be unaware of their importance. In three fields alone, where simplification and standardization are of special concern, we spent respectively 400 millions on motor vehicles; 3 billions on electronics; and on aircraft, 7½ billions.

There now are before the appropriate subcommittee of your Electrical Standards Committee some 47 electronics specifications developed by the Army-Navy Electronics and Electrical Standards Agency. The national standardization program will be advanced to the extent that these specifications for military requirements can be incorporated into working commercial specifications. A correspondingly quick shift of industry to wartime production in this field thus will be assured.

## **Conference Brought Understanding Of Mutual Problems**

Many of you no doubt recall the joint Navy-Air Force-Industry Conference on standardization and simplification of air frames held in 1947 at the Aviation Supply Depot, Philadelphia. That free, frank, and open discussion resulted in a better understanding of mutual problems.

Also, of much interest and benefit to the Military Establishment over the past three years have been Howard Coonley's talks before the Industrial College of the Armed Forces on simplification and standardization.

I am happy to tell you something about the Military Establishment's approach to simplification and standardization with especial reference to the Munitions Board's cataloging and standardization program.

But, first, the process should be understood by which it is determined whether or not the resources of the United States—its materials, manpower, and production facilities—are adequate to support the strategic and logistic plan recently prepared by the Joint Chiefs of Staff.

The strategic plan of the Joint Chiefs of Staff, which is the starting

## **How Adequacy of U. S. Resources Is Determined**

point of the process for determining our military logistic requirements, is tested as to its logistic feasibility. For this purpose, a sample consisting of a high percentage of the most important, or key, end items—items without which we could not fight a war—is selected from the many millions of items needed. This sample then is compared with our country's potential production capacity. A quick estimate of what is needed in the way of steel, copper, and aluminum also is made.

If the various requirements for this sample indicate total requirements in excess of what is available

for military needs, the strategic plan either must be reduced in scope or the timing modified.

When the overall military requirements have been balanced against the nation's productive capacity, the plan is considered feasible. The Departments of the Army, Navy and Air Force then draw up their respective schedules or requirements.

To determine all the requirements involved in the large numbers of end items used for planning purposes, extensive planning for the supporting elements—the materials, the facilities, the manpower—is involved. All these supporting elements are then interrelated. As in the case of shortages in metals, if there is a shortage in any one of the supporting elements a change of plan becomes necessary. This, substantially, is the approach of the Munitions Board to the strategic and logistic plan of the Joint Chiefs of Staff.

## **Munitions Board to Give Industry Data on Requirements**

Industry will be informed by the Munitions Board as to the overall requirements of the plan. In turn, individual companies will be requested to inform the Board as to what items they can produce to the maximum utilization of their facilities.

Though such exchange of information would be of a mutual nature, I stress the fact that the Military Establishment considers the determination of the military characteristics of our weapons to be its primary responsibility.

Our military material must be adequate for the missions to be accomplished by the Armed Forces. Also, it must provide an effective counter to whatever in the way of military material—weapons particularly—any enemy might already have, or have on the way. As to that, our military intelligence groups keep us constantly informed.

Although the military characteristics of our material are the primary responsibility of the services, the actual development of the material cannot be done without consultation between the Armed Services and industry. This will determine whether and how the required items can be produced.

Industry frequently expresses impatience with military standards and specifications which seem to depart unnecessarily from ordinary commercial standards. Such impatience is understandable.

One of the objectives of the standardization program of the Munitions Board is to bring the characteristics of our military items into as close alignment with commercial items as is compatible with combat effectiveness. But various complications and requirements, arising from out-of-the-ordinary geographic and climatic conditions, or from special combat needs, force departures. They are necessary in order to obtain the requisite military characteristics as well as the information upon which to base appropriate standards and specifications.

#### Experiments Test Efficiency of Navy and Commercial Equipment

Vice-Admiral Duncan has recently returned from conducting shipboard experiments in the Persian Gulf with equipment manufactured to Navy as well as to commercial standards and specifications. The temperatures in the operating and machinery spaces of the testing ships ranged from 100 to 140 degrees Fahrenheit.

In general, the equipment manufactured for the requirements of the Navy performed satisfactorily. However, considerable revision in the specifications of some of the commercial equipment appears necessary if satisfactory performance under comparable conditions is to be achieved. This applies notably to air conditioning, refrigeration, distilling, and electrical machinery.

The principal factors causing reduced performance were the very high injection temperature of the sea water—actually, 95 degrees—its high salt content, and the sustained

tropical atmospheric temperatures and humidities.

This equipment must also be designed to perform efficiently in arctic regions. While I appreciate the burden that this imposes upon manufacturers it is a necessary burden because the selection of the areas of combat is not entirely within our control. The Services may be called upon to fight in areas of extreme climatic severity—areas in which commercial equipment designed for the temperate zones cannot be expected to perform.

In the future, American industry will be called upon to provide standards and material which will perform satisfactorily in a greater diversity of climates. This should tend to bring many commercial standards more nearly into line with the requirements of the Armed Services.

The standardization program of the Munitions Board was greatly advanced this spring when its Cataloging and its Standards Agencies were established.

The task of the Board's Cataloging Agency is to coordinate the efforts of the Army, Navy, and Air Force in the preparation of a uniform catalog system for all items used by the Military Establishment at all times. Eventually, each item will be provided a single name, description, and identification number and will be classified in but one supply commodity class. It is estimated that this process will eliminate about fifty percent of the five million items involved.

Heretofore, the military Services have maintained different cataloging systems. This made the interchange of supplies and equipment difficult, and impeded coordinated military procurement. Consequently, this common cataloging program is of great importance to the standardization program and to the effective conduct of business within the Military Establishment. By 1952, the catalog system should be fully developed. Both the development of this system and its subsequent implementation are tremendous and exacting tasks. But the proven and ultimate benefits both in dollar savings and combat effectiveness justify them.

#### Navy Cataloging Project Saved 275 Million Dollars in Year

A wartime Navy Department cataloging project, with the accompanying simplified inventory control for the engine parts of one airplane company, saved in one year over 275 million dollars. That is enough to pay the operating costs of the Aviation

Supply Depot at Philadelphia for over 30 years.

The Bureau of Ships has estimated that through its cataloging program a net saving of 25 million dollars on an inventory of 282 million dollars will be achieved over the next six years.

Due to estimated inventory reductions through cataloging, approximately 500 fewer employees will be needed at two naval supply depots. Resulting annual payroll savings will be about one million dollars.

To turn to savings on individual items—cataloging disclosed, for example, that the Navy was buying identical thread taps from three different suppliers at \$9.12, \$2.33 and 73 cents.

Identical turbine bearing liner assemblies supplied by two companies at \$25.00 and \$63.00 respectively, were found to be manufactured by a third company which could supply them at \$9.06.

Screws purchased at five and ten cents were found to be identical with one screw carried by the Navy General Stores at seven and two-tenths mills.

One pinion shaft supplied by one company was known by 13 different identifying numbers; a single refrigeration compressor piston by 94.

Three hundred thousand anti-friction bearings identification numbers have been consolidated into approximately 9,000 different items.

#### Potential Benefits to National Economy and Security

These are but a few examples of the kind of savings in material, manpower, and dollars that can be accomplished through the cataloging project. And please bear in mind that I have drawn upon Navy examples only. When the benefits of the Navy's cataloging are combined with the benefits of the Army and the Air Force cataloging, the magnitude of the task and potential value of the over-all project to our national economy and to our security can be better appreciated.

Moreover, the single common catalog for the Armed Services will indicate the areas where standardization is most needed and may be considered the foundation for effective inventory control and purchase assignment activities.

I have referred to the establishment of the Cataloging Agency as an important preliminary step in the Munitions Board's standardization program. An important second step was the establishment of the new Standardization Agency, a joint



(Left to Right): Stanley A. Tucker, Standards Manager of the American Society of Mechanical Engineers, J. R. Townsend, Bell Telephone Laboratories, nominee for vice-chairman of the Standards Council, T. E. Veltfort, manager, Copper and Brass Research Association, a new member of the Board of Review and Frank T. Ward, chief engineer, Third Avenue Transit Corporation, chairman of the Mechanical Standards Committee.

Willis S. MacLeod of the U. S. Treasury department who acted as Moderator at the Company Member Conference, Cyril Ainsworth, assistant secretary and technical director of the ASA, and W. A. Bischoff, Bell Telephone Laboratories, member of the CMC Administrative Committee.



Army-Navy-Air Force activity succeeding the old Army-Navy Joint Specifications Board.

The objectives of the Agency are to promulgate Military Establishment specification and engineering standards and to study the areas and extent to which joint Army-Navy-Air Force equipment standardization is practicable. This will include the development of common designs of equipment and components.

#### All Service Specifications To Be Issued by Standards Agency

When the operations of the Standards Agency are fully underway, the Army, Navy, and Air Force specifications presently authorized will no longer be published by the respective Departments. Instead, after a predetermined date, all specifications will be issued by the Agency as National Military Establishment — or "NME"—Specifications. Such common Army, Navy, and Air Force specifications as are already in existence will not be voided but will be converted to NME specifications whenever necessary.

The work of various member-bodies of the ASA, such as the American Society for Testing Materials, the American Society for Automotive Engineers, and the American Society of Mechanical Engineers, to mention but a few, is well known among the Armed Services. Their recommendations always have been studied carefully and, whenever possible, incorporated in the adopted specifications.

To achieve the closest possible tie between industrial and military standards it is hoped that NME specifications, which may have aspects in common with industrial standards, will be sent through the procedure of the ASA to become American Standards. This should assure a common material language for both industry and the Services.

In addition to the NME specifications, the Standards Agency also promulgates NME Engineering Standards. These are put out for reference purposes in drawing up specifications. Their use by the Military Establishment is mandatory when applicable and industry is encouraged to follow them in commercial drawings whenever possible.

In the field of Equipment Standardization, three working groups have been appointed by the Munitions Board as an initial step toward achieving the objective of the Standards Agency. They have been speci-

fically directed to consult with representatives of industry on three main points:

1. The extent to which standardization of certain commercial items is feasible for military purposes;
2. the means by which technological improvements can be incorporated into selected standardization designs, and
3. peacetime production planning to develop a nucleus of facilities which can be expanded for wartime production.

Joint consultation on these and other points will assure the development of sound and workable plans for standardization.

From a military standpoint, it would, for instance, be highly desirable to have but one completely standardized truck. This would reduce the number of spare parts, the upkeep, and the training of personnel. But from industry's standpoint, this would be an impracticable objective if for no other reason than that, in the event of an emergency, the automotive industry as a whole would not be tooled up to produce such a truck. Besides, there would be great loss of productive capacity. It is for the purpose of avoiding just that kind of extreme in standardization that joint consultation between the Military Establishment and industry is desirable. For this reason, the three working groups I have mentioned ultimately will be taken into the Standards Agency. Other working groups probably will be appointed from time to time.

#### Will Contribute to Interchangeability Of Supplies and Equipment

Ultimately, the cataloging and standardization programs will contribute toward the achievement of interchangeability of supplies and equipment among the combat units of the three Services in the field. From the logistic standpoint, the common catalog system and standardized equipment will mean easier and less costly storekeeping, great reduction in shipping and storage requirements and faster supply service. Combat efficiency will be increased immeasurably.

These accomplishments, in an unglamorous but extremely important field—a field which is sometimes overlooked—represent a great advancement. They represent but a few of the many accomplishments performed by the Military Establishment under the able and courageous leadership of our first Secretary of Defense, James Forrestal, during the first thirteen months under the Unification Act.



Arthur J. Beck, Detroit Edison Company, a speaker on the CMC panel, W. C. Wagner, Philadelphia Electric Company, acting chairman of the Standards Council and nominee for chairman during 1949, H. F. Byrne, U. S. Steel Corporation of Delaware, a member of the ASA Survey Committee, and W. P. Kliment, Crane Company, who also participated in the panel presentation.

H. W. Robb, General Electric Company, retiring chairman of the Company Member Committee, John F. Sonnett, former Assistant U. S. Attorney General, principal speaker at the CMC meeting, and Thomas Spooner, Westinghouse Electric Corporation, chairman of the Standards Council committee to study the sizes of American Standards.



# Is Standardization Legal?

By John F. Sonnett

Partner, Cahill, Gordon, Zachry, and Reindel,  
Former Assistant United States Attorney General

**D**URING the past several years, antitrust problems have occupied more and more of the attention of business men, of lawyers, and of the Courts. In view of the record million dollar increase in the Anti-Trust Division Appropriation last year, and the increase in the Federal Trade Commission appropriation, it is likely that these antitrust problems will continue to increase.

Today pricing problems are in the forefront of attention by reason of the Supreme Court's divided decision in the last *Cement Institute* case,<sup>1</sup> the action of the steel industry in adopting f.o.b. mill pricing in conformance with that opinion,<sup>2</sup> and the hearings of the Capehart Committee<sup>3</sup> to see whether or not the law as there enunciated should be changed.

Whatever the view taken concerning the *Cement* decision or its precise meaning, and this is a matter of considerable dispute, it is worth while to recall at the outset a fact often forgotten in the discussion of such problems—the Supreme Court is concerned with questions of statutory construction in these matters, that is to say, the application of the Sherman, Clayton, Federal Trade Commission, or Robinson-Patman Act, to the particular situation presented to the court, and no one has recognized more clearly than the Supreme Court itself that the meaning of statutes, as construed by it, is and must be subject always to modification by the Congress.

Moreover, it should be borne in mind that even within the area of construction of statutes, members of the Supreme Court will and often do disagree among themselves. But this is no novelty.

The first reported opinion in the Supreme Court of the United States was a dissenting opinion. In that case,<sup>4</sup> decided in 1792, each member of the Court, following the practice

of the English courts, delivered an opinion. That decision was four to two and, interestingly enough, the Chief Justice pointed out that his own opinion had been changed during the course of the oral argument before the Court.

Students of the Supreme Court are in agreement that during recent years there has been a substantial increase in the number of opinions written by the Justices and in the number of dissenting opinions. Some draw the inference that, because the Justices do not at all times agree, the law has become uncertain. The short answer to this is that Justices of the Supreme Court never have agreed at all times on all questions and, if we are to have a strong and independent judiciary, it is to be hoped they never will.

## Dissenting Opinions Sometimes Used as Guide by Legislatures

A review of the decisions will show that in recent years the Supreme Court has been more concerned with questions of "public law" than ever before. Differences of opinion on such questions are not surprising. In the past most of the great public issues which have been presented to the Court were decided by a divided bench. And experience has shown that in many cases involving statutory problems, the principles underlying the dissenting opinions have provided a guide to the Legislature to adopt a better rule.

Thus, the way is clear for legislative correction where the public interest requires a change in a statute as construed by the Supreme Court.

But careful analysis of the Supreme Court decisions is as vital as careful diagnosis before any treatment is prescribed for an alleged ailment.

You will all recall, doubtless, the alarm in business circles several years ago when the Supreme Court handed down the so-called "portal-to-portal" decision in the *Mt. Clemens Pottery*<sup>5</sup> case. The legislative so-

lution to the problem apparently presented by that decision was the Portal-to-Portal Pay Act of 1947, the validity of which, incidentally, may shortly be before the Supreme Court for consideration.<sup>6</sup>

Much of the concern of business men about the portal-to-portal decision, however, arose from a misunderstanding of that decision. Too few realized that after the Supreme Court decided the portal-to-portal case in principle, it remanded that case to the Federal District Court to determine whether or not the claims involved were sufficiently substantial to warrant compensation or were merely de minimis and, that before the Congress passed the Portal-to-Portal Pay Act, Judge Picard found in the Federal District Court that the claims there involved were all de minimis and dismissed the case.<sup>7</sup>

Much of the public alarm, therefore, about the portal-to-portal decision of the Supreme Court, was needless. Nevertheless, the Portal-to-Portal Pay Act served a useful purpose by laying down more precise limits within which portal-to-portal pay would be appropriate.

Similarly, it is of importance that the recent decisions of the Court in the antitrust field be clearly understood.

During the last term, the Supreme Court handed down highly significant decisions in the antitrust field. There were 12 decisions<sup>8</sup>, 9 of which were

<sup>6</sup> Battaglia, et al v General Motors Corporation, 169 F 2d 254 (CCA 2d 1948), cert applied for, (U.S. Oct 13, 1948) *N.Y. Times*, Oct 14, 1948.

<sup>7</sup> 69 F Supp 710 (E.D. Mich 1947).

<sup>8</sup> International Salt Co, Inc v United States, 332 U.S. 392 (1947);

United States v Line Material Co, et al, 333 U.S. 287 (1948);

United States v United States Gypsum Co, et al, 333 U.S. 364 (1948);

Federal Trade Commission v Cement Institute, et al, 333 U.S. 683 (1948);

United States v Scophony Corp, et al, 333 U.S. 795 (1948);

Federal Trade Commission v Morton Salt Co, 334 U.S. 37 (1948);

United States v Griffith, et al, 334 U.S. 100 (1948);

<sup>1</sup> Federal Trade Commission v Cement Institute, et al, 333 U.S. 683 (1948).

<sup>2</sup> *N.Y. Times*, July 1, 8, 9, and 13, 1948.

<sup>3</sup> Senate Subcommittee on Trade Policies.

<sup>4</sup> *Georgia v Brailsford*, 2 Dall. 402 (U.S. 1792).

<sup>5</sup> *Anderson, et al v Mt Clemens Pottery Co*, 328 U.S. 680 (1946).

by a divided court. They form a significant background against which the problem of standardization today must be viewed.

Standardization of the nuts and bolts in equipment important to military planning is currently the subject of negotiations with the British Government.<sup>9</sup> The urgency of such standardization is evident in view of the tense international situation in which we find ourselves today. But though that urgency may be the occasion for this particular standardization, it is by no means its only justification. For, standardization of such products has an economic justification wholly apart from any temporary defense or military needs.

This, I believe, has been recognized by all governmental agencies which have considered the question of standardization and, so far as I know, no government agency has ever condemned standardization as such.

There are, however, certain caution signs to be observed in the process of standardization. Generally speaking, standardization becomes unlawful only when it is used as a device for the suppression of competition.

Thus it is plain from the decisions that you cannot cloak with standardization's mantle of legality a collateral agreement that nonstandards or substandards or superstandards will receive any special price treatment.<sup>10</sup> The fact that such activity may be

carried out in the form of product standardization offers no defense. Nor, of course, does the employment of standards to characterize competitors' products as substandard and hence inferior, when in fact they are not inferior;<sup>11</sup> this is no less than disparagement of competitors' products, which would be illegal even if done individually.

A far more important problem today, however, in connection with standardization, is the problem presented by uniform prices, where lawful standardization of product has been had.

To highlight the problem let me repeat that no government agency has regarded standardization alone as illegal. Further, no government agency has charged that mere uniformity of prices alone establishes a violation. The combination of the two, however, presents a substantial problem, in the light of recent decisions, and particularly in view of the policies of the Federal Trade Commission toward geographic pricing practices.

In the recent *Cement Institute* case, the industry offered testimony that cement is a standardized product, that "cement is cement," that no differences existed in quality or usefulness, and that purchasers demanded delivered price quotations because of the high cost of transportation from mill to dealer. The industry also offered the testimony of economists to the effect that competition alone could lead to the evolution of a multiple basing point system of uniform delivered prices and terms of sale for an industry with a standardized

product and with relatively high freight costs. Those economists also testified that for those reasons no inferences of collusion, agreement, or understanding could be drawn from the admitted fact that cement prices of all United States producers had for many years almost invariably been the same.<sup>12</sup>

These views were not adopted by the Federal Trade Commission. The Commission decided that even though competition might tend to drive the price of standardized products to a uniform level, such a tendency alone could not account for the identity in prices, discounts, and cement containers which it found to have prevailed for so long a time in the cement industry. The Commission held that the price uniformity in the industry resulted from understandings and agreements entered into or carried out by concert of the Institute and other respondents.<sup>13</sup>

The Supreme Court held that the Commission was not compelled to accept the views of the industry's witnesses and also was authorized to find an understanding, express or implied, from the evidence which indicated, among other things, that the industry's Institute actively worked, in cooperation with various of its members, to maintain the multiple basing point delivered price system; that this pricing system was calculated to produce and had produced uniform prices and terms of sale; and that all of the companies there involved had sold their cement substantially in accord with the pattern required by the multiple basing point system.<sup>14</sup>

The Federal Trade Commission stated a few days ago that the Supreme Court's decision in the *Cement Institute* case represents no departure from the substantive antitrust law which for many years has made illegal understandings by and between competitors as to the prices at which they would sell their products. Indeed, says the Commission, the offense in the *Cement* case was "merely the old one of price fixing," for the Commission charged and proved that instead of agreeing on prices directly, the business men had agreed instead to use a geographic pricing formula which had the effect of making their prices identical.<sup>15</sup>

(<sup>8</sup> continued)

Schine Chain Theatres, Inc., et al v United States, 334 U.S. 110 (1948);

United States v Paramount Pictures, Inc., et al, 334 U.S. 131 (1948);

Mandeville Island Farms, Inc et al v American Crystal Sugar Co, 334 U.S. 219 (1948);

United States v Columbia Steel Co, et al, 334 U.S. 495 (1948);

United States v National City Lines, Inc, et al, 334 U.S. 573 (1948).

<sup>9</sup> N.Y. Times, Oct 1, 1948.

<sup>10</sup> It is illegal to agree that the following results shall follow from product standardization, even though they normally might be expected to follow:

Non standards to be sold at proportionately higher prices:

Matter of American Refractories Institute, et al, FTC Docket No. 4900 (April 13, 1948).

Extra charges for products exceeding the standard in size, quality, etc.:

Matter of Allied Paper Mills, et al, FTC Docket No. 3760, 40 FTC 696 (1945), *aff'd*, Allied Paper Mills v Federal Trade Commission, 168 F 2d 600 (CCA 7th 1948);

Matter of National Crepe Paper Ass'n, et al, FTC Docket No. 4606, 38 FTC 282 (1944), *aff'd*, Fort Howard Paper Co et al v Federal Trade Commission, 156 F 2d 899 (CCA 7th 1946), *cert denied*, 329 U.S. 795 (1946).

(<sup>10</sup> continued)

Cessation of manufacture of nonstandards:

Matter of The Joseph Dixon Crucible Co et al, FTC Docket No. 3643, 29 FTC 749 (1939);

United States v Associated Marble Cos, et al (N.D. Calif 1941) CCH Tr Reg Serv '41-'43 Ct Dec Par 52,612 (consent decree).

Substandards (seconds) to be sold at a discount, or specific channels for such sales:

Matter of The Milk & Ice Cream Can Inst, et al, FTC Docket No. 4551, 37 FTC 419 (1943), *aff'd*, Milk & Ice Cream Can Inst, et al v Federal Trade Commission, 152 F 2d 478 (1946);

Matter of Continental Clay Products, et al, FTC Docket No. 5467 (June 9, 1948);

Matter of Bridgewater Brick Co, et al, FTC Docket No. 5468 (June 9, 1948).

<sup>11</sup> United States v Associated Marble Cos, et al (N.D. Calif 1941) CCH Tr Reg Serv '41-'43 Ct Dec Par 52,612; United States v National Lumber Mfrs Assn, et al, (D. Col. 1941) CCH Tr Reg Serv '41-'43 Ct Dec Par 52,593 (consent decrees).

<sup>12</sup> 333 U.S. at 714-5.

<sup>13</sup> 333 U.S. at 715.

<sup>14</sup> 333 U.S. at 716.

<sup>15</sup> Federal Trade Commission, Statement of Policy Toward Geographic Pricing Practices (Oct 12, 1948).

Moreover, the Commission states, any geographic pricing practice may be a part of a conspiracy to eliminate competition in violation of the Federal Trade Commission Act, and the question whether it is so used is merely a question of fact in the particular case.

The Commission disclaims any intention to regard use of a geographic pricing formula as unlawful in itself. But the Commission makes clear that the uniform use of such a formula is ground for suspicion, and concludes that "sustained observance of single or multiple basing point systems which are complex and rigid, is *in itself* substantial though not necessarily conclusive evidence of collusion."<sup>16</sup>

Also, the Commission holds, the "inherent evidence of collusion in the characteristics of some zone pricing formulas is similar to that in basing point systems."

When it is realized that the findings of the Federal Trade Commission need be supported only by what is called "substantial" evidence, and that the Commission regards sustained observance of so-called "rigid and complex" basing point systems as "itself" substantial evidence of collusion, it appears that, practically speaking, such pricing systems are outlawed by the Commission.

Whatever the merits of the economic arguments relating to f.o.b. mill as against such basing point pricing, it is demonstrable, I think, that the Commission, in its present views regarding basing point systems, has gone beyond the law as defined by the Supreme Court up to this time.

For, in the *Cement* case, in addition to the mere existence of product standardization, the multiple basing point system and delivered price uniformity, there was other significant evidence relied on by the Government and discussed in the majority opinion of the Supreme Court. For example, Mr. Justice Black pointed out that there was evidence that the Institute and its members had, in the interest of eliminating competition, suppressed information as to the variations in quality that sometimes exist in different cements.<sup>17</sup>

Moreover, Mr. Justice Black pointed out, there had been concerted activities to devise ways and means to do away with the little remaining competition in the industry. Among such activities stressed by the Court was the boycotting of dealers who sold

foreign cement below the domestic cement price, the securing of pledges from cement producers not to permit sales f.o.b. mill to purchasers who furnished their own trucks, and effective misuse of the basing point system to punish some producers who deviated from the prices fixed by the delivered price system.<sup>18</sup>

### Evidence of a Continued Combination in Cement Industry

One letter written to the chairman of the NRA authority for the Cement Industry featured prominently. In that letter it was stated that the Cement Industry was one "above all others that cannot stand free competition, that must systematically restrain competition or be ruined." That evidence was held to be admissible to show the existence in fact of a continued combination among the companies involved in the industry. The relevance of this statement, indicating the informed judgment of the writer, an official of the Institute, was obvious, as Mr. Justice Black pointed out.<sup>19</sup>

It seems quite clear, therefore, that in the *Cement* case, there was more involved than mere joint adherence to a multiple basing point system, and that the Commission's apparent view, that joint adherence to such a system is substantial and adequate proof of collusion, is beyond the decision in that case. Whether that view may gain support from the Supreme Court, when the *Rigid Steel Conduit* case<sup>20</sup> is decided, remains to be seen. It is well settled, however, that where there is a tendency to price uniformity in an industry, any collective action which results in greater uniformity, be it standardization, implementation of geographical pricing systems by freight books, or the like, may be considered adequate evidence of an illegal agreement.<sup>21</sup>

Before leaving the *Cement* case,

<sup>18</sup> 333 U.S. at 714.

<sup>19</sup> 333 U.S. at 706.

<sup>20</sup> Triangle Conduit & Cable Co., Inc., et al v Federal Trade Commission, 168 F 2d 175 (CCA 7th 1948).

<sup>21</sup> For example, the following collective action has tipped the scales against an industry with uniform prices:

Cooperative action affecting terms or conditions of sale or classification of customers:

Milk & Ice Cream Can Inst., et al v Federal Trade Commission, 152 F 2d 478 (CCA 7th 1946).

Cooperative exchange of sales information or other "intimate details":

however, it should be noted that, in addition to finding a violation of Section 5 of the Federal Trade Commission Act—that is to say "Unfair methods of competition"—it was also found that there resulted systematic price discrimination, violating Section 2 of the Clayton Act, as amended by the Robinson-Patman Act.

This companion problem, price discrimination, though highly important of itself, is less directly related to our principal subject—standardization—and accordingly, I will not deal with it here. I mention it, however, because of its significance in any study today of industry pricing practices.<sup>22</sup>

To return then to Standardization—it is undeniably true that standardization is an economic necessity in a

(<sup>21</sup> continued)

United States Maltsters Assn., et al v Federal Trade Commission, 152 F 2d 161 (CCA 7th 1945);

Fort Howard Paper Co., et al v Federal Trade Commission, 156 F 2d 899 (CCA 7th 1946) *cert denied*, 329 U.S. 795 (1946).

Cooperative preparation of freight books: Triangle Conduit & Cable Co., Inc., et al v Federal Trade Commission, 168 F 2d 175 (CCA 7th 1948).

Cooperative preparation of schedules of extra charges:

Matter of Allied Paper Mills, et al, FTC Docket No. 3760, 40 FTC 696 (1945) *aff'd*, Allied Paper Mills, et al v Federal Trade Commission, 168 F 2d 600 (CCA 7th 1948).

Cooperative misuse of patents:

Keasby & Mattison Co., et al v Federal Trade Commission, 159 F 2d 940 (CCA 6th 1947).

Cooperative voluntary extension of NRA Codes after May, 1935:

Eugene Dietzgen Co., et al v Federal Trade Commission, 142 F 2d 321 (CCA 7th 1944), *cert denied*, 323 U.S. 730 (1944);

American Chain & Cable Co., et al v Federal Trade Commission, 139 F 2d 622 (CCA 4th 1944).

Cooperative exchange of statistics to restrict production:

Salt Producers Assn., et al v Federal Trade Commission, 134 F 2d 354 (CCA 7th 1943).

Cooperative adherence to prices previously announced:

Sugar Institute, Inc., et al v United States, 297 U.S. 553 (1936).

Receipt of prices cooperatively filed with trade association by others:

Phelps Dodge Refining Co., et al v Federal Trade Commission, 139 F 2d 393 (CCA 7th 1943).

<sup>22</sup> For example, the Supreme Court held the Staley Company's glucose pricing system illegal in *Federal Trade Commission v A. E. Staley Mfg Co.*, 324 U.S. 746 (1945), primarily because of the failure of that company to pursue an individual price policy at any time in the twenty years it had been selling glucose.

<sup>16</sup> *Ibid.*

<sup>17</sup> 333 U.S. at 715.

mass production system such as ours. It is also true that a standardized product will tend to sell in a national market at a more or less uniform price. The Supreme Court recognized that fact in the *Sugar Institute* case<sup>23</sup> and in the *Cement Institute* case. However, as was pointed out in the *Sugar Institute* case, that fact "makes it more important that such opportunities as may exist for fair competition should not be impaired."<sup>24</sup>

I do not think it true, as some have suggested, that an insoluble problem arises because the irresistible economic force of standardization, with resultant price uniformity, meets the immovable object of today's antitrust law.

Despite the economic force of standardization, the resultant tendency to price uniformity is not irresistible. Nor are the antitrust laws as interpreted by the Supreme Court, or applied by enforcement agencies, immovable.

### Must Not Be Used as Means Of Suppressing Competition

Standardization is essential in our economy, but it is also essential that it should not be used as the means by which competition is suppressed.

It is desirable that standardization be avoided as to details of no important engineering, commercial, or economic consequence. To illustrate: The FTC concluded recently that only one inference could be drawn from standardization of the size of the star appearing with the words "Royal Crown and Cola" on a soft-drink bottle cap, where the product, price, and terms and conditions of sale were otherwise uniform among all manufacturers.<sup>25</sup> And the Court in another case<sup>26</sup> has joined in disapproval of such practices saying:

<sup>23</sup> *Sugar Institute, Inc. et al v United States*, 297 U.S. 553 (1936).

<sup>24</sup> 297 U.S. at 600.

<sup>25</sup> *Matter of Crown Manufacturers Assn of Amer et al*, FTC Docket No. 4602 (Aug 4, 1948). Findings p 8. Under such circumstances, very little additional evidence need be shown. The evidence of conspiracy here, in addition to such standardization and uniform prices, consisted of little more than the minutes of a meeting 20 years ago at which agreement was reached on a schedule of extra charges and a standard contract form, and a 1933-1941 illegal patent licensing system covering a part of respondents' sales.

<sup>26</sup> *Milk & Ice Cream Can Inst et al v Federal Trade Commission*, 152 F 2d 478 (CCA 7th 1946).

"The meticulous effort disclosed by the record by which petitioners standardized their product is also a strong circumstance in support of the Commission's findings that their activities were the result of an agreement."<sup>27</sup>

### Standardization Not Accepted As Explanation of Identical Prices

Further, standardization of product is not apt to be regarded by the courts as an adequate, innocent explanation of identical prices for the product. Such an explanation, it will be recalled, was rejected by the Supreme Court in the *Cement* case. Mr Justice Black there stated that many people believed that without an agreement prices would vary and that the desire to sell would sometimes be so strong a seller would be willing to lower his price and take his chances.<sup>28</sup>

Also of interest are the statements of Judge Kerner of the 7th Circuit Court of Appeals. He said:

"To be sure, a keen competitor strives to meet a lowered price of a competitor immediately upon becoming aware of it, but he does not strive to and invariably match a price which is higher than that at which he needs profitably to sell, unless by express or tacit agreement, all manufacturers have found existence to be less strenuous for all concerned by merely setting a price \* \* \*."<sup>29</sup>

### Matching Competitors' Prices Legally Hazardous

These judicial expressions illustrate the legal hazards of matching competitors' prices to meet competition. Clearly, the legal hazards of matching competitors' prices are greater where a price increase is made to meet the competitors' higher prices.<sup>30</sup>

It may be said that often a business man must reduce his price to meet a competitor's lower price, particularly where the product is standardized, if he wants to remain long in business. Such truly competitive

<sup>27</sup> 152 F 2d at 482.

<sup>28</sup> 333 U.S. at 715-716.

<sup>29</sup> *Fort Howard Paper Co et al v Federal Trade Commission*, 156 F 2d 899, 906 (CCA 7th 1946), cert denied, 329 U.S. 795 (1946) (emphasis Judge Kerner's).

<sup>30</sup> Cf *Federal Trade Commission v A. E. Staley Mfg Co* 324 U.S. 746 (1945). The helpful language of the Robinson-Patman Act, which permits evidence that a discriminatory price was made to meet the equally low price of competitor, is not available if the price was made to meet the higher price of a competitor.

action, it may be urged, is a matter of economic necessity and should not therefore subject business men to legal hazard.

There should be, of course, no legal hazard as the result of price uniformity which may be merely the end product of competition at any given time. But there is and should be hazard in price uniformity resulting from agreement.

How much evidentiary weight should be given to price uniformity is the problem—and it is crucial.

What then, is the desirable course of action for the business man now?

### Important to Record Carefully Independent Determination of Prices

Without in any way diminishing his efforts for proper product standardization, he should thoroughly reconsider his price policies, and all factors that enter into his price, and he should make, and carefully record, his own independent competitive determination of his prices. Further, pending legislative action in connection with industry-wide geographic pricing practices, he should avoid adherence to the details of any particular price system of his competitors, and whatever the geographic price system he adopts, he should make, and carefully record, his own independent competitive determination of the system.

### Highest Industrial Statesmanship And Long-Range Planning Needed

In closing, it may be observed that these days of inflation call for the highest kind of industrial statesmanship, and for long-range planning on both products and prices. The amount of the prices a business man charges, always an important factor in his business, is and should be of even greater concern to each business man today. I am aware of no disposition on the part of responsible antitrust enforcement officials to impose any particular price or to deny to industry the opportunity to make a profit. It is certainly an essential part of the American tradition that the reward for business is and should be the making of profit. It is equally a part of the American tradition, and of the antitrust law of America, that the price charged by a business man should be his own price, whether or not his product is standardized, and whether or not his price is the same as his competitors'.

# The ASA in 1948

## Report of the President

**By F. R. Lack**

**F**OR ASA the year 1948 has been a year of transition. In the spring the Member-Bodies decided that ASA should incorporate under a state law and the action of the Board of Directors resulting from this decision brought into existence the American Standards Association, Incorporated on August 2, 1948 under the laws of the State of New York. Certain minor changes in the By-Laws to comply with the pertinent New York laws were made, the most noteworthy of which was the one providing for the election of the directors by the Member-Bodies themselves rather than by the ASA Board.

The unfortunate result of this incorporation was the forced resignation of all Federal Government departments and agencies—ten in number—effective immediately prior to the incorporation. This action was taken as the result of the ruling by Government legal advisers that Federal agencies could not be members of a state-incorporated private organization even though paying no dues. Through this action we lost the valued services of two outstanding leaders in the field of standardization; Dr E. C. Crittenden of the Bureau of Standards who was chairman of our Standards Council, a very active member of the Board, the Survey, and other committees and a tower of strength whom we will sorely miss; and Clifton E. Mack of the Treasury Department, a member of the Board and another active supporter and source of inspiration to this Association. The only redeeming feature of this withdrawal of so large and important a group was that the head of each Federal agency in his letter of resignation expressed approval of the aims and accomplishments of ASA, a desire to participate to the greatest extent permissible under existing

Federal laws and to resume full participation when and if authorized by the Congress.

This action of the Federal agencies had been foreseen when the decision to incorporate was reached and the resolution directing incorporation specified that efforts to obtain a Federal charter should be continued with diligence. Bills to grant such a charter were introduced in both the House and the Senate during the year, but due in part to the long delay before executive agencies could comment on the bill no hearings were held and the bills will expire at the end of the 80th Congress. Assurances have been received that the bills will be reintroduced in both the House and the Senate when Congress reconvenes.

As I believe most of you know, on January 1 Dr P.G. Agnew who has for years been the mainspring of this organization relinquished his admin-

istrative duties to Vice Admiral George F. Hussey, USN (ret). Dr Agnew is remaining with the staff as a consultant so that his long experience and vast fund of knowledge in the field of standardization will continue to be available. Admiral Hussey's enthusiasm for the cause and his vigorous attack on the difficult problems that have beset the Association this last year have evoked the wonder and delight of all of those who have worked with him. You may have no fear about the administration of the ASA in the Admiral's hands for the years to come. It puts it squarely up to the rest of us to show a little of the same enthusiasm and find means of providing the necessary support so that Admiral Hussey and the staff can move forward.

During the past year this support has not been forthcoming from the

### October 11-14 Scheduled For 1949 Annual Meeting

All Members of the American Standards Association are invited to put the 1949 Annual Meeting of the American Standards Association on their meeting schedules now. Arrangements have already been made for a four day meeting at the Waldorf-Astoria Hotel, October 11 through 14. The first day will be devoted to meetings of correlating committees and sectional committees. The second day will be a meeting of the Company Member Conference, and the third day the Conference of Organization Members of the American Standards Association (formerly the Conference of Staff Executives of Member-Bodies). It is planned that these meetings will provide panel discussions on topics of special interest similar to the program this year. The Standards Council and a joint meeting of the Council and the Board of Directors are scheduled for October 14. A special program will be the feature of the luncheon meeting on that day.

membership as a whole. At the outset of the year computations were made to present to each one of 26 industries that part of the cost of operating ASA for the current year which represented work inuring to the benefit of the industry. The figures so developed were used in the campaign to place the financing of ASA on a three-year basis with annual one-year extensions. While there was considerable acceptance of the principle of a fair-share payment by many industries, there was also considerable disagreement with the details of the fair-share determinations and for some industries the three year commitment was not possible. Where requested, members of the staff discussed in detail with the representatives of Member-Bodies or of industries the detailed breakdown of the fair-share computations with the general result that when a fair share was accepted, it was less than that contemplated by the original computation. Unfortunately, however, the fair share basis of support was not accepted by a sufficient num-

ber of industries to insure the operation of the ASA throughout the year, not only at the budget figure originally contemplated for the year, but even at a scale of operations only five-sixths of that proposed. Belt-tightening in the form of not filling vacancies has been one means of bringing activities in line with available funds. Certain reorganizations within the staff have been made to promote efficiency, although it is unlikely that in the immediate future they will represent either savings in personnel or substantial reduction in expenditures. At the end of this year the Association is still being supported by a relatively few groups. Other groups for whom we carry on substantial programs have not yet stepped forward with the funds necessary to finance such work. If the fair share program is sound, and I think you will agree with me that it is, then we will be forced to curtail activities in areas where support is not forthcoming.

In order that the Member-Bodies and the Company Members may un-

derstand this financing problem which involves the structure of ASA, the scale of its operations, the work intended to be undertaken and the costs thereof, we have established a Budget Planning Committee, which will for the first time call into consultation the chairmen of the correlating committees. This planning will insure that for the future the work program contemplated will be related directly to the funds which may reasonably be expected to be available.

While at the end of 1947 the Association's magazine INDUSTRIAL STANDARDIZATION was reduced from a monthly publication to a bi-monthly basis in order to conserve funds, monthly publication was resumed on the first of July and beginning with September issue, the pages of the magazine were open to advertising. On this basis it is expected that the magazine may eventually be expanded and a considerable portion of the cost of the editorial department may be derived from advertising revenue.

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## What Good Are Standards?

*By L. F. Adams*

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An answer to this question points to the service of men and women in Government and many industries, and describes how cooperative relations between national and international groups are bringing results

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YOU will recall that I have served as chairman of the Council only since the beginning of August when, for legal reasons connected with the incorporation of ASA, the Department of Commerce, along with other departments and agencies, found it necessary to withdraw as a Member-Body of ASA. This made it necessary for Dr Crittenden<sup>1</sup> to resign as chairman of the Council. Dr Crittenden had nearly completed a full term of three years as chairman during which he had rendered outstanding service and leadership in the operations of the Council. It is very gratifying to me to have this opportunity on behalf of the Standards Council to publicly express to Dr Crittenden its grateful appreciation for his many years of

This report, which Mr Adams, as chairman of the Standards Council, had intended to present at the Annual Meeting luncheon, was already in the ASA office at the time of his sudden death, October 14. It was presented by W. C. Wagner, now Acting Chairman of the Council. Although Mr Adams had long been ill, he had recovered sufficiently to resume many of his activities. He had become chairman of the Council in August, as explained in his report, after having served for nearly three years as vice-chairman.

splendid leadership and service.

Mention of this service of Dr Crittenden brings sharply to mind the very important role which the Departments and Agencies of the Federal Government and many of their representatives have played in the building of ASA as a true national clearinghouse for standards, designed to serve not only industry but the country as a whole and particularly serving as a two-way avenue of co-operation between government and industry.

As we think back over the years of operation of the Standards Council, we recall the contributions of such persons as Dr E. B. Rosa, Dr Geo. K. Burgess, Dr L. J. Briggs, Dr Crittenden, Dr M. G. Lloyd, Dr A. S. McAllister and George M. Thompson of the National Bureau of Standards. The Navy Department, with its sympathetic understanding of the role

<sup>1</sup> Dr E. C. Crittenden, Associate Director, National Bureau of Standards.



Earl O. Shreve and C. L. Warwick, executive secretary of the American Society for Testing Materials, conferring before the CSE session got under way.

of ASA, permitted such men as Admiral Rock, Commander F. J. Cleary, Admiral S. M. Robinson, Admiral Solberg, Commander A. B. Court and Commander DeGroff to give freely of their time, their assistance, and advice. General C. C. Williams, Chief of Ordnance, Colonel W. B. Hardigg, Colonel H. L. Price, Colonel John K. Clement, and Colonel Harry Hambleton, all from the War Department, served in various capacities in the service of the Standards Council. From the Department of Agriculture came Dr J. D. Price, Dr Louise Stanley, Ruth O'Brien, and Dr McCracken, each of whom gave much encouragement to the work. We also recall the participation of O. P. Hood, George S. Rice, E. A. Holbrook, Dr A. C. Fieldner, Dan Harrington, Dr H. C. Grover from the Bureau of Mines. Dr Morris Kantrowitz, Technical Director of the Government Printing Office, while not able to attend meetings of the Council very often, was faithful and prompt in the execution of his letter ballots and in giving advice on matters before the Council.

From the Treasury Department came Willis MacLeod whose broad vision and fine leadership have been so helpful in more recent years. The Treasury Department should not be passed by without mentioning Clifton Mack, Director of the Procurement Division, who while not serving

directly on the Council has served on the Board with distinction.

The outstanding standardization work which has been carried on in the field of accident prevention and health preservation brings to mind a number of leaders who not only assisted in the building of these programs but who took a very active interest in the entire ASA program. We remember Dr Ethelbert Stewart, Dr L. W. Chaney, Swen Kjaer, Mary Andersen, Dr Faith Williams, Dr Isador Lubin, Verne Zimmer, and William Connelly from the Department of Labor; Dr R. R. Sayres, Dr Roy Jones, J. J. Bloomfield, Dr Paul A. Neal, and Dr Schwartz from the National Institute of Health; and last but not least, Thomas H. MacDonald and E. W. James of the Public Roads Administration, Federal Works Agency.

The service of these Government departments and of these and many more men and women testify in a way beyond expression that standards are live, virulent, and potent factors in almost every phase of our economy. These men and women had vision. In standardization they saw opportunities for public service. They rendered that service largely by assistance in the building of ASA and the extensive program of work which has been carried on. We owe them our thanks and our applause.

The Standards Council, I am sure,

had in mind the contribution of government when by resolution it urged the Board of Directors to take all possible steps to secure a Federal Charter. Incorporation under the laws of the State of New York has provided the legal protections which some of the Member-Bodies believed essential to the proper functioning of ASA. This has deprived Standards Council of the participation by government groups and their representatives. We hope this is a temporary condition and that the Board of Directors will soon find an avenue for full activity by government groups in ASA affairs.

The question, "What good are standards?" might also be answered by an analysis of the work accomplished during the year. While I particularly dislike any scoreboard review, it is realized that a brief statistical summary has value in indicating the extent and direction of activity. On behalf of the Standards Council I am pleased to report on the activity which has taken place.

Since the last annual meeting, 169 new standards have been approved and 72 standards previously approved have been approved in revised form. This is three times the total number of new standards and revisions approved in the previous year. Twenty-four standards previously approved have been reaffirmed as valid. This activity is only one-half as great as that of the previous year, indicating that the program of the Standards Council under which it is endeavoring to have no standard on the books more than three years old without a review to determine if its validity still exists, is bearing fruit. Some members of the Council believed that three years was too short a period for a standard to exist without re-examination and suggested that the period be changed to five years. Upon a review of this matter of policy, the Council has retained the period of three years and urges the sponsors of projects to keep this policy in mind so that all concerned will clearly understand that American Standards are not museum pieces, but up-to-date technical documents which can be depended upon as the standards of the moment with a sufficient degree of acceptance to justify their designation as American Standard.

Ten new projects have been initiated during the year. This is the same number as last year, which fact does not permit of much satisfaction. The question "What good are standards?" might appear to be answered in the negative if this seeming lack of progress is examined solely from

the score-board point of view. If standards were of little or no value, some five or six hundred national organizations would not be cooperating in the development of standards and more than 3,000 individuals would not be serving as members of sectional committees to say nothing of the additional thousands who are serving on the committees of Member-Bodies and other national groups.

#### **Streamlined Procedure Offers Service to Members**

The lack of progress in the initiation of new work presents a challenge not only to ASA as a national body but to each and every Member-Body of ASA to examine itself to see if it has done its share in explaining to others the value of having standards approved as American Standards.

The Standards Council has realized that the accusation of slowness of ASA operations has deterred groups from placing their standardization problems under ASA procedure. Unfortunately, these groups do not realize that the Council has done much to streamline its procedures. Creation of the Board of Review two years ago is an example of the speeding-up process which has been instituted. Placing additional responsibility in the correlating committees is another effort in the process of cutting corners while at the same time maintaining the basic principles around which ASA operations are built. Additional studies are under way. These efforts, however, will be meaningless if the results are not made known and the national groups interested in the development of standards encouraged to operate within the framework of the movement of which ASA is the focal point.

This educational and promotional program is not the responsibility solely of the headquarters staff. Every Member-Body and every member of the Standards Council as well as of the Board of Directors should share in this responsibility.

Again looking at the score-board, there is one additional phase of ASA operations which might be mentioned. Standards are of no value if the process or operations around which they have been prepared have been changed or eliminated. The ASA has always been willing to recognize this fact and the past year has been no exception. Since the last annual meeting, the approval of eight standards has been withdrawn because the standards no longer have any practical value. What good are standards? No good if they have outlived their usefulness.

The activities reflected by the

score-board become more interesting when the fields of activity are examined. The work of the year as reflected by the standards approved or revised is exceedingly broad and diversified. Many specifications and methods of test for materials have been approved. Most of these were developed by the American Society for Testing Materials which over the years has brought an increasing number of such specifications and test methods to ASA for approval as American Standard. This work covers such materials and products as copper water tubing, farm and field fencing, barbed wire, paving brick, granite paving blocks, and expansion joint fillers for concrete. There are specifications for knock characteristics of motor fuels and for the burning quality of kerosine oils. There are specifications and methods of test for cement, malleable iron and malleable iron castings, weather resistant wire and cable, and special nuts for bolts for high pressure and high temperature service. These and many other specifications and methods of test are used every day in the purchase and use of materials and products in industry and the home.

Continuing the picture, we find standard letter symbols for physics

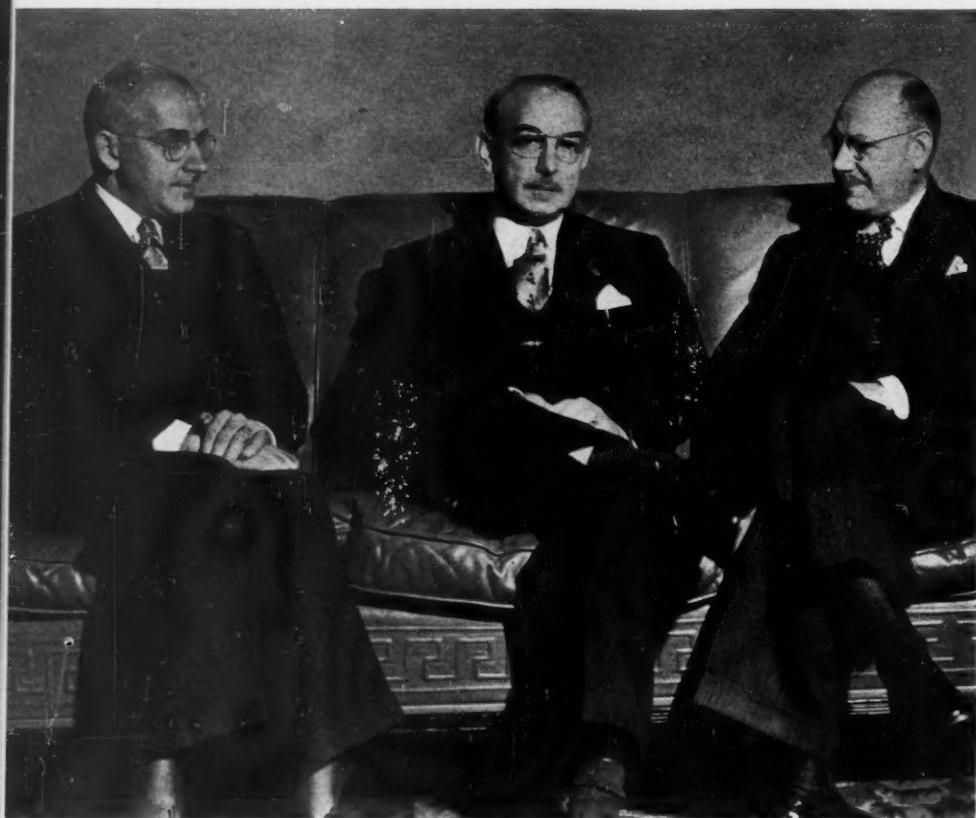
and graphical symbols for electronic devices. We find methods of test for transformers and electrical insulation. There are standards for gas conversion burners for house heating and water heating and standards for domestic gas ranges.

In the field of safety there are the standards for school lighting, for allowable concentration of toxic materials in the atmosphere breathed by workers, for ladders used in industry, and for step ladders used in the home. Safety standards for industrial machinery such as power presses, abrasive wheels, and conveyors have also been approved. Under this year's work, standards have been approved in the mechanical engineering field for parts used in the piping of refrigeration systems, for taps for cut and ground threads, and for spindle noses of various types of lathes. In the building field we find the revised standards for reinforced concrete and the entirely new architectural type specification for interior marble covering dimensions, finishes, and methods of laying. This new standard for marble indicates a whole new field of work of benefit to the architect and designer, general contractor and subcontractor, and building owner.

Each year we find in the list of



Among the Canadian representatives were E. S. Echlin and Colonel W. R. McCaffrey, general manager of the Canadian Standards Association.



The Conference of Staff Executives panel of industry executives include H. L. Hoefman, Link-Belt Company, R. C. Sogge, General Electric Company, and V. de P. Goubeau, Radio Corporation of America among the speakers.

standards approved, standards in the fields of photography and motion pictures. This year there are the new standards for photographic exposure meters, dimensions for film pack tabs, films and holders, and many others of special importance to these two industries.

These few examples give a clear picture of the diversified scope of work which would only be emphasized to a greater degree by a more detailed analysis. There are very few phases of human endeavor that are not at least touched upon by the standards which have been approved or which are under development either under ASA procedure or under the operation of the Member-Bodies or cooperating agencies. "What good are standards?", you ask. Doesn't the extent of standardization work in this country briefly pictured by the activities going forward under ASA procedure answer your question?

The international aspects of standardization work deserve special mention in this year's report of the Standards Council. It has been a year of considerable activity. The international work falls into three general categories.

1. **The International Organization for Standardization (ISO).** The ISO is now in full operation. Its offices have been thoroughly established at

Geneva. It has completed a full year of work in getting a technical program under way. About 35 projects out of the original 67 approved for initiation have been fully organized. The leadership for most of this work rests with other countries and if each member of ASA could peruse the ASA files and see with what vigor these countries are carrying forward their responsibilities, he would have an additional answer to the question, "What good are standards?" These countries see that in standardization rests one of the ways out of their economic difficulties. More and more, as these countries are called upon to work together under ERP responsibilities and Benelux agreements or what have you, standards form a vital part of their cooperative efforts.

The United States has been requested to sponsor eight projects. The invitation has been accepted in seven cases. They cover the fields of motion pictures, photography, viscosity, boilers, plastics, petroleum products, and on a temporary basis the field of automobiles. In addition to these cases, American industry has expressed a desire to participate in the work of technical committees of ISO on rubber, shellac, and textiles.

In the field of textiles, fourteen delegates from this country attended meetings of the ISO committee in

England last June. The report of this delegation, given in **INDUSTRIAL STANDARDIZATION**, should be read by every ASA member.

A number of additional activities are under consideration by American industry and it seems very likely that the report of the Council for next year will be more encouraging.

2. **The International Electrotechnical Commission.** This organization, one of the oldest of the international organizations dealing with standardization, has entered the framework of ISO by becoming its electrical division. Its headquarters has been transferred from London to Geneva, thereby bringing some economies to both organizations through the use of joint facilities. The American electrical industry has actively participated in the work of the IEC for many years and in the postwar operations has not shown any desire to reduce this work. J. W. McNair of the ASA staff has just returned from Stockholm where he attended meetings of the IEC Council. The program of activity was reviewed and steps taken to speed up technical operations.

3. **Review of the work of other national standards bodies.** The extent of American participation in the work of the International Organization for Standardization may not seem to be comparable to the broad interest of American industry in foreign trade. That this interest is increasing, however, is happily shown by the interest which has been indicated by industry groups and by individual companies in specific standardization programs of other countries. One of the most valuable services which the ASA renders to the industries of this country is that of serving as the authoritative channel for international communication. One phase of this service enables ASA to send to the appropriate groups concerned copies of minutes of meetings of technical committees held in other countries as well as copies of drafts of standards being considered for adoption. This enables the American groups to offer comments, criticism, and suggestions on any points which bear on the production of American goods shipped abroad. In this field of international operations, American industry has shown a lively and growing interest. Again the question, "What good are standards?" is answered.

#### A Glance Into the Future

Any report of this kind would not be complete without at least a brief look into the future.

It seems entirely possible that con-

siderable progress will be made during the coming year in the direction of encouraging the many national organizations which have developed standards to make available to all interested groups the technical information contained in these standards by bringing them to ASA for approval as American Standard. There are literally thousands of standards developed by hundreds of organizations locked up in closets of these organizations which, if brought out for acceptance by other interested groups, would not only increase their value to the organization which prepared them, but would provide a service to the community as a whole.

Through this medium the ASA could more effectively exercise one of its most important functions, the building of a consistent set of standards known as American Standards. The ASA was organized to correlate the work of national groups. The consideration of existing standards by all concerned through ASA procedure affords one of the best avenues for such correlation.

Charity begins at home. If the members of ASA who over the years have toiled to build procedures under which standards can be considered for approval as American Standard do not bring forward their own standards for wide acceptance, not much can be expected from those who have not yet come within the federation. ASA wants to serve its membership and one of the best ways for it to do so is to approve as American Standards those standards developed by its Member-Bodies which affect the operations of others. It should be remembered that no group ever lost anything by processing its standards under ASA procedure. They gained additional prestige through the approval given to their work. Everyone else gained through the availability of nationally recognized and accepted technical information in the form of standards.

There are now 1,000 standards which bear the designation American Standard. There is no reason why a year from now the number should not be doubled. If the Member-Bodies of ASA take a lead in this direction, other groups will follow.

In his report last year, Dr Crittenden mentioned that it would be well for Standards Council to further examine its procedures to see if the existing standards method could be simplified in order to encourage the submittal to ASA of the standards which have just been discussed. There has been considerable thought in this direction and I am pleased to say that two committees, the Survey Com-

mittee of the Board of Directors and the Committee on Procedure of the Standards Council, met last night (October 21) to discuss such possibilities. If improvements can be made, I am sure that proposals to that end will be presented to the Standards Council at an early date.

This report has already referred to splendid service which the standardization movement has received from the Federal Government and its representatives. As important and valuable as this service has been, it is not to be compared to the service which would be rendered to the country as a whole if a great many of the standards prepared by the various executive departments were processed through ASA for the approval, guidance, and use of industry and the general public. If the government as one consumer develops standards covering the things it buys and industry as another consumer develops standards for the same articles, the manufacturer is prevented from passing on the economies which rightfully belong to both consumers and which would be attained if the two consumers sat jointly with the manufacturer to work out a common problem.

#### Is Everything Possible Being Done?

In these days of world unrest, the standardization needs of the country, should emergency strike again, stand out sharply in the light of the experience of the last world conflict. One cannot help but raise the question as to whether everything is being done that can and should be done to gear military needs into peacetime production operations and vice versa. It is encouraging to note that 47 joint Army-Navy standards in the field of electronics have been submitted for industry's review through ASA procedure in order that the needs of both groups can be geared together just as closely as possible.

These standards have been offered not with the thought that the military will obtain the comments of industry and then decide what to do about them. They have been offered with the thought of adoption by industry for present day and emergency use of those standards which are found to be acceptable and of sitting down with industry and working out solutions to the problems involved for those standards which are not found acceptable. That makes sense and the Standards Council of ASA urges with all possible emphasis that every unit of the military services follow this example of the Army-Navy Electronics Standards Agency and use the facilities of ASA for this purpose.

In offering these facilities to our friends in the government and to the industries and the general public, it is important that we in ASA stand ready at all times to implement such evidences of cooperation by prompt and intelligent action on all matters coming before us. This morning in a meeting of the Standards Council, we listened to a report of the Secretary as to the steps which the staff is taking to cut down the volume of material which goes to the Member-Bodies and their representatives on the Council. These steps are appropriate.

#### Democratic Principle of Cooperation Imposes Responsibility

Every possible step should be taken to introduce economies and efficiency in our work. But in so doing we must be careful that the responsibilities which are ours as Member-Bodies and as Members of the Council must be fully exercised. The machinery of ASA is based on the democratic principle of the cooperation of those substantially concerned through their duly appointed representatives. When cooperation breaks down and inadequate consideration takes place because of the failure of representatives to function, then will ASA begin to fall by the wayside.

The relief from reviewing a multitudinous number of documents which is now being planned by ASA staff places upon each member of the Council, each Member-Body, and each Cooperating Body in technical work even greater responsibility to carefully review the remaining material which is sent to them and act promptly on all matters requiring their action. That dangers of laxity do exist is shown by the fact that recently the chairman of a correlating committee found it necessary to call the members of his committee to task for their failure to act promptly on letter ballots.

The ASA has a great service to render. It has a great task before it. The success of its thirty years of operations have gone beyond the dreams of those who founded it. But to keep it strong, to improve and make more valuable its service, will require more and more effort rather than less and less from each member. And so, as we face a new third of a century of work with its opportunities for national service, let us reaffirm our faith in the democratic principles on which the whole national standardization movement is based by exercising our individual responsibilities to the fullest possible extent and for the good of the whole.

# How to Evaluate Standards

Company Member Conference discusses difficult problem of how to determine savings and benefits from standardization and how standards departments should function in a company's organization

**M**EMBERS of the Company Member Conference who attended the annual meeting October 20 took part in a discussion on "The Evaluation of Standards" that brought every member of the three-man panel frequently to his feet to answer questions about his experience with standards in his own company.

Featured speaker of the meeting was John F. Sonnett, former Assistant United States Attorney General, whose paper on the question "Is Standardization Legal?" is published in this issue (page 194).

The conference also heard a report on the results of the study of American Standards Association activities made by the Survey Committee appointed by the Board of Directors last year. A description of the procedure and objectives of the committee was presented by Dr H. S. Osborne, chief engineer of the American Telephone and Telegraph Company, a member both of the ASA Board of Directors and of the Survey Committee. H. F. Byrne, Director of the Production Planning Department of the United States Steel Corporation of Delaware, outlined the details of the survey.

"There is every evidence that this survey is meeting with singular success," Mr. Byrne said. "The committee has attempted to obtain a direct reflection of a cross section of the members' opinions and desires and in the final analysis the work of the Survey Committee will definitely represent the pulse of the ASA membership."

## MacLeod Points to Difficulties of Evaluating Standards

The question of the "Evaluation of Standards" was discussed in the afternoon session with Willis S. MacLeod, Deputy Director of the Standards Branch, Bureau of Federal Supply, U. S. Treasury Department, acting as moderator. In his keynote speech Mr MacLeod interpreted the phrase "evaluation of standards" to mean the appraisal of the whole gamut of organizing and operating

standards work and why it becomes a fundamental element of industrial operation. "The part standardization plays in purchasing activities and the difficult problem of establishing in monetary and intangible terms the savings and benefits which result from standardization has been continually before each of us in justifying to management our very existence," he said. He pointed to the fact that there are differences of opinion as to whether standardization should head up under purchas-

ing, engineering, or production operations. "Some of us have been so shortsighted as not to interpret for purchasing the very fundamental relationship between standardization and the purchasing function, others have over-emphasized it," he said. Because of the widely divergent views on these subjects so fundamental to standardization work, the CMC was particularly fortunate in having an able panel, Mr. MacLeod pointed out.

W. P. Kliment, engineer of stand-

## New Officers of the Company Member Conference



S. H. Watson

S. H. Watson, Manager of Division Standardizing, RCA Victor Division, Radio Corporation of America, was elected chairman of the Administrative Committee of the Company Member Conference, at the annual meeting October 20. E. W. Gardinor, Customer and Production Engineer, International Business Machines Corporation, was elected vice-chairman. Henry Lamb, ASA staff, is serving as secretary.

Mr Watson, who has been actively engaged in standardization work since 1944, had been associated with standardization in connection with volume production design and manufacturing since 1930. He received his technical education and training in the General Electric Engineering School at Schenectady. He has been associated with the Radio Industry as Mechanical Design Engineer since its infancy, serving with the General Electric Company from 1922 through 1929, and with the Radio Corporation from 1929 to the present.



E. W. Gardinor

Mr Gardinor entered employment with the International Business Machines Corporation in 1929 as a designer in the Engineering Laboratory after having been engaged for four years in civil engineering work, both independently and in field engineering for the Associated Gas and Electric Company. In the IBM he has held the positions of Assistant Development Engineer and his present position of Engineer in Charge of Customer and Production Engineering and Related Activities. These include the general drafting room and the Standards Department. Mr Gardinor is a member of the American

Society of Mechanical Engineers, and of the Sectional Committee on Allowances and Tolerances for Cylindrical Parts and Limit Gages, B4. Other members of the Administrative Committee are:

W. P. Kliment, Crane Company  
E. L. Jacobsen, Standard Oil Development Company  
H. A. Gillan, Eastman Kodak Company  
H. D. Harkins, E. I. duPont de Nemours and Company

ards, Crane Company, the first panel speaker, discussed "Is Standardization an Engineering, Purchasing, or Production Function?" Speaking from the viewpoint of the manufacturing company to which standardization is important because of the savings to both manufacturer and consumer, he described standardization as a cooperative function of the engineering, production, purchasing, and sales departments because of its important role and broad scope. He analyzed the objectives of standardizing as including:

1. To promote the development and maintenance of sound engineering and manufacturing standards and practices throughout the company so that the maximum interchangeability, simplification of parts and practices, economy of manufacture, improvement of quality with possible savings to the consumer, and consistency of appearance will be secured for all Crane Company products.

2. To avoid duplication of effort.

3. To cooperate in the development of appropriate industry standards, codes, and ordinances which pertain to the manufacture, sales, and installation of company products.

4. To determine questions of policy and promote uniformity of procedure in obtaining approval of equipment wherever required by Code Enforcing Authorities.

5. To publish and distribute within the company "Company Standards" and information relative thereto.

6. To recommend representatives to national and international associations and national, state, and local government committees that develop Codes and Standards and assist such representatives in the performance of their assignments.

"It is my opinion," Mr. Kliment concluded, "that the individual under whose direction standardization should come should be an officer of a company. However, the administrative end should be under the directorship of the Engineering Department since an Engineer of Standards must consult, and be guided by, the engineers in making practically all of the decisions and proposals. The Engineer of Standards should be a person whose judgment is practical and sound and who knows the product."

"The interrelation of Standardization and Purchasing Activities" was the subject discussed by Arthur J. Beck, Editor of the Standards Catalog, Detroit Edison Company. Speaking from the viewpoint of a public utility which finds standardization of primary importance in purchasing and other supply operations, Mr. Beck emphasized the fact that this aspect of standardization is significant to both manufacturers and industrial consumers. Mr. Beck described the difficulties that arose as his company expanded, because many of the people involved with supply had insufficient understanding

of what the materials and equipment were and how they were to be used. The result was too large a variety of items. The standards program set up to correct this condition has been a keystone in the company's supply procedure for 20 years, Mr. Beck said. The objectives of the program are to:

1. Simplify the variety of materials and equipment required in the operation and maintenance of existing properties and in the construction of new facilities. This means—

- a. The selection of the best item, all things being considered, for each job, and—

- b. The elimination of unsuitable and obsolete items.

2. Develop adequate descriptions and specifications for our standard items.

3. Use these descriptions in our supply procedures, i.e., those procedures involving the planning, design, procurement, storage, and use of materials and equipment.

Mr. Beck described the work of the 19 subcommittees which develop the standards. The job of coordinating the work of the standards subcommittees and publishing the Standard Catalog is assigned to the Purchasing Department for the following reasons, he said:

1. Purchasing is the only department having an important interest in all of the items covered by the standards program. These items are stock and nonstock items of materials and equipment for operating, maintenance, and construction purposes.

2. It automatically sees what items are used by the several departments and the potentialities for simplification.

3. It has technically trained personnel who are both engineering and commercially minded.

Mr. Beck described how the standards are put into effect in the supply operations and the principles on which they arrive at their descriptions of standard items. "Our Standards Program has been and still is very effective in providing vital information and service which are a 'must' for a successful and efficient supply program," he concluded.

"The Methods of Evaluating Savings from Standards Work" were discussed by William Floyd, assistant to the vice-president in charge of merchandising, Sears Roebuck and Company. "To the best of my knowledge no overall evolution of a single standard or of a standardization program has ever been attempted," he said. "Lack of a satisfactory method of evolution unquestionably places standardization on the defensive in most companies." Mr. Floyd had a suggestion which he offered to at least stimulate discussion in a way to use production standards to evaluate product standards. He suggested the use of standard cost accounting techniques to evaluate the savings in purchasing and supply room expenses, as well as to calculate the differences in standard cost in "changeover" as between a larger and smaller number of products for example. "There seems to be no reason, in theory, why the standard cost method is any less applicable to the evaluation of standardization work than to the evaluation of any other claimed economy in purchasing or production."

## George Porter Paine Named ASA Director of Promotion

George Porter Paine has been appointed Director of Promotion of the American Standards Association. He will continue to act as Executive Assistant to Howard Coonley, Chairman of ASA's Executive Committee. Increased financial support from industry coupled with improved services to ASA's membership is being emphasized in the current activities of the Association.

Mr. Paine has been connected with The John Price Jones Corporation of New York, and was on the staff of the National Association of Manufacturers prior to the war. He served with the Navy in the South Pacific and Atlantic theatres, and is a Lieutenant Commander in the United



States Naval Reserve. He is a graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania.

# Practical Answers to a

THE usefulness of standardization is no longer a question in the minds of engineers and production men. We know that such technique offers inestimable untapped capacities for increasing our productivity, for strengthening our security.

But there is one danger—a danger we must guard against—but also a danger that need never be realized if we are alert to the first hint of its inroads. That danger rests in the possibility of government assuming proprietary interests in standardization. Today, government serves in the capacity of a technical assistant in these fields—an assistant that has given real and practical aid. But standards, per se, must continue to be voluntarily determined, and voluntarily adopted, by industry. They must not be allowed to become controls—controls which would place restrictive mandatory procedures upon industry. They must continue as self-imposed codes of action—elastic, free to change and develop as industry itself moves ahead. Today, standards represent industry's own sincere desire to streamline its own far-flung operations. And they must remain thus, tomorrow. As a voluntary cooperative movement, sparked by enlightened leadership, standards represent "know how"—the kind of "know how" that has made American industry the productive giant upon which the world, in great part, has come to depend.

Such a movement, to remain a constructive force, must be sparked by enlightened leadership. Where will that leadership come from? From industry, in general, of course.

Yet much of the responsibility rests in a smaller unit of interests and individuals. Much of the responsibility rests with the executives of trade associations, technical societies, and consumer groups. For it is within such groups that the best understanding of the problem remains. And it is up to you—the leaders of these groups—to work ceaselessly to promote within your own groups an even better understanding and knowledge of this powerful influence, and to help guide its direction as an unfettered means of self-regulation by business.

To accomplish this, you are faced not only with guarding the freedom of standards, but also with the problem of clearing the way for a broader use of self-regulatory codes.

Association and society members of the American Standards Association met under the auspices of the Conference of Staff Executives of Member-Bodies of the ASA (now the Conference of Executives of Organization Members of ASA) on October 21 and discussed the question "What Good Are Standards?" In the keynote speech, Earl O. Shreve, who served as moderator for the panel discussion, urged indus-

try and business to take the leadership in keeping standardization on a voluntary basis and in strengthening the use of self-regulatory codes. An abstract from Mr Shreve's talk is given below. Papers on the value of standardization in purchasing, manufacturing, and marketing, presented by representatives of manufacturers, retailers, and the consumer, brought many questions from the floor.

## Keynote by Earl O. Shreve

*President, Chamber of Commerce of the United States*

In many cases we need to perfect our legal machinery in order to take fuller advantage of standards in even broader fields than at present. We are making progress, but we have a long road to travel in this, and many other areas of the present problems. We look to the American Standards Association for the necessary leadership along the way.

Particularly can such leadership strengthen our present international course. The backbone of our international policy of economic cooperation is production here at home. An

increasing understanding and application of standards by American industry will mean that today's statistics of production can, and should, continue to rise tomorrow.

Our productive strength here in America may well be the only answer to the "holding" strength of our friends abroad.

We have only scratched the surface of applying simplified and coordinated methods to our economy. The opportunity for putting standards to greater usefulness to serve America and the world is endless.

### Printed Pamphlet Will Include Papers on "What Good Are Standards?"

Because so much interest has been shown in the papers presented at the annual meeting, they are being published. The pamphlet will include:

How the Munitions Board Is Coordinating Army, Navy, Air Force Standards by the Honorable W. John Kenney  
Is Standardization Legal? by John F. Sonnett  
The Evaluation of Standards Introduction by Willis S. MacLeod  
Is Standardization an Engineering, Purchasing or Production Function? by W. P. Kliment  
Interrelation of Standardization and Purchasing Activities by Arthur J. Beck  
Methods of Evaluating Savings from Standardization by William Floyd  
What Good Are Standards? Introduction by Earl O. Shreve  
What Good Are Standards in Specifying and Purchasing Manufacturing Materials? by Vincent de P. Goubeau  
What Good Are Standards in Manufacturing? by Harold L. Hoefman  
What Good Are Standards in Marketing? by R. C. Sogge  
What Good Are Standards to Wholesalers and Retailers? by Gerald C. MacDonald  
What Good Are Standards to the Ultimate Consumer? by Carol Willis Moffett

Copies of the pamphlet can be ordered from the ASA:

Nonmembers of ASA \$1.00 per single copy

Members of ASA \$0.75 per single copy

For orders of 50 or more copies to members or nonmembers \$0.50 each, plus shipping charges

# to a Practical Question - - -

**G**ERALD C. MacDonald, manager, Merchandise Testing and Inspection Department, Montgomery Ward and Company, gave as his opinion that standards that give information to the public in simple terms "are one of the best competitive tools which distributors can utilize in obtaining a premium for better merchandise." He cited as examples of such standards those for terms used in describing the product, standards for various quality levels which a distributing organization might carry, output standards and accuracy standards for operations inside the organization—for filling orders, pricing, billing, shipping, etc., and standards for packaging for shipment.

R. C. Sogge, of the Executive Department, General Electric Company, speaking on standardization in marketing, declared that "standardization in correct dosages will go far toward keeping the marketing activity in the best of health." "Products in accordance with American Standards are assured of maximum customer acceptance," he said. "Plans can be made much farther ahead. There is less risk in building for stock. The stocks in the warehouse will move continuously, and there will be minimum inventory loss. The unit advertising cost on products produced and sold in this manner will be low. The educational job to be accomplished through advertising will be at a minimum."

Vincent de P. Goubeau, director of materials of the Radio Corporation of America, RCA Victor Division, speaking on "What Good Are Standards in Purchasing Manufacturing Materials?" declared that price is a fluctuating yardstick depending largely on quantity and quality and there must be some standard of measurement if any intelligent decision is to be made. An organization in which design engineers specify their needs in accordance with their own whims and without relationship to the overall problem can never be competitive and will lead itself into an early liquidation if such practices are allowed to continue, he said.

Harold L. Hoefman, vice-president of the Link-Belt Company, declared that standards have been of immeasurable value to his company in its manufacturing problems in promoting economy, efficiency, customer service, a common basis of under-

## *What Good Are Standards?*

standing, and in bringing order out of disorder and chaos in the industrial field. He cited specific advantages through less machine time set up; standard operations; quality control; safety; and cost reduction.

Carol Willis Moffett, representing the viewpoint of the woman buyer of industry's products, called for "the same kind of precision in consumer buying that is already common in large scale buying." "We have taken

the factory out of the home and made the homemaker the chief purchasing agent for the family, but we have not given her enough tools to help her do her new job well," she said.

"The price tag has little meaning unless we can learn what is being offered at a given price as clearly as our standards for weights and measures tell us how much we are getting," she declared.

### **New Conference Officers**



**Percy Bugbee**

Percy Bugbee, General Manager of the National Fire Protection Association, was elected chairman for the coming year by the Conference of Executives of Organization Members of the ASA (formerly the Conference of Staff Executives of Member-Bodies of ASA), and W. J. Donald, Managing Director of the National Electrical Manufacturers Association, was elected vice-chairman. G. P. Paine, director of promotion, American Standards Association, is serving as secretary of the Conference.

Mr Bugbee has been with the National Fire Protection Association since 1921 and has been General Manager since 1939. He was the first permanent secretary of the Fire Marshals Section of NFPA, established in 1927 and developed the plan for the Volunteer Firemen's Section. He is a member of the Executive Committee of the National Fire Waste Council and chairman of its Membership Committee. He is also consultant on fire administration for the International City Managers Association and secretary of the Fire Protection Group of the American Standards Association.



**W. J. Donald**

Mr Donald has been managing director of NEMA since 1934, after long experience with management and municipal organization. He has been vice-president and president of the Trade Association Executives in New York City, and of the American Trade Association Executives. He has also served as vice-president of the American Management Association and as chairman of the National Manufacturing Trade Group of the National Industrial Council. He is a member of the Research and Education Advisory Board, Industrial College of the Armed Forces.

Members of the Executive Committee are:

- G. W. Bailey, Executive Secretary, Institute of Radio Engineers, Inc
- L. W. Benoit, General Secretary, Manufacturers Standardization Society of the Valve and Fittings Industry
- Miss Irene Blunt, Secretary, National Federation of Textiles, Inc
- T. E. Veltfort, Manager, Copper and Brass Research Association
- C. L. Warwick, Executive Secretary, American Society for Testing Materials
- H. C. Wolf, Managing Director, American Gas Association

# Standards Council Hears Reports On Status of Technical Work

W. C. Wagner is Nominated as Chairman; J. R. Townsend as Vice-Chairman for 1949 — Members of the Board of Review Are Elected

**A**T its second session of the year (October 22), the Standards Council met to hear reports of the technical committees at work under its jurisdiction.

Acting chairman of this meeting was W. C. Wagner of the Executive Department, Philadelphia Electric Company. In a recent election of new officers for the Council, Mr Wagner had been elected vice-chairman to serve with L. F. Adams, Consultant of the General Electric Company, as chairman. Because of the sudden death of Mr Adams on October 14, Mr Wagner was named acting chairman for the rest of the year and new nominations were made at the Council meeting. Mr Wagner was nominated as chairman and J. R. Townsend, Bell Telephone Laboratories, as vice-chairman for 1949.

In memory of Mr Adams and the many years of fine service he had given to the ASA, members of the Standards Council approved a resolution expressing their sorrow at this great loss.

A similar tribute was paid to C. E. Pettibone, Vice-President and Manager of the Engineering Department, American Mutual Liability Insurance Company, who had represented the National Association of Mutual Casualty Companies and the National Safety Council on many phases of ASA work. He had been vice-chairman of the Council in 1937.

Summaries of the technical reports which were presented, follow:

## Board of Review—

Members of the Board during 1949 will be:

- R. G. Griswold, Electric Advisers, Inc
- C. R. Harte, Connecticut Company
- A. S. Johnson, American Mutual Liability Insurance Company
- E. B. Paxton, General Electric Company
- J. R. Townsend, Bell Telephone Laboratories
- T. E. Veltfort, Copper and Brass Research Association

Mr Veltfort is the only member serving his first term—the others have been re-elected.

The Board reported on the number of

standards approved during the year. (These were listed in INDUSTRIAL STANDARDIZATION at the time of their approval.) Several recommendations on procedure were referred to the Committee on Procedure.

## Board of Examination—

The approval of a change in title, a statement of scope, and personnel of the sectional committee for the project now known as Specifications for Portland Cement, A1, was unanimously recommended by the Board of Examination. At the same time, the Board voted in favor of instituting a project on architectural drawings and drafting room practice, for which the American Institute of Architects has offered to serve as sponsor. The definite scope of this project will be determined at a later date. In regard to American participation in the activities of the Technical Committee on Paper (No. 6) of the International Organization for Standardization, the Board recommended against participation but requested that the ASA be kept informed of progress. This action was confirmed by the Standards Council.

## Building Code Correlating Committee—

A summary of recent work in the building code field was presented to the Council.

The BCCC reported that it has, by letter ballot, endorsed a revision of American Standard Administrative Requirements for Building Codes, A55.1-1944, in accordance with recommendations of the sponsors—American Municipal Association and the Building Officials Conference of America, Inc.—and submitted the proposed revision to the Board of Review for approval.

Letter ballot action by the sectional committee is under way on the eighth draft of the proposed American Standard Building Code Requirements for Signs and Outdoor Display Structures, A60.1.

Reconsideration of proposed American Standard Building Code Requirements for Excavations and Foundations, A56.1, as recommended by the sponsor—American Society of Civil Engineers—is under way in the sectional committee.

Revision is under way in the sectional committees of two American Standards in the building code field—Building Code Requirements for Masonry, A41.1-1944, and Building Code Requirements for Minimum Design Loads in Buildings and Other Structures, A58.1-1945.

## Consumer Goods Committee—

Letter ballots pertaining to 48 standards for textile test methods, L14, 21 standards for soaps and other detergents, K60, and the proposed American Standard Specifica-

tions for Sheets and Pillowcases, L4.1, were approved by the CGC and are now before the Board of Review for consideration.

A new project dealing with the standardization of kitchen utensils has been submitted by the American Home Economics Association and the initial meeting will take place shortly.

At the CGC meeting held on October 21, a resolution was adopted calling upon the Technical Subcommittee on Certification of the ASA Board of Directors to recommend within four weeks a procedure enabling the promulgation of permissive labeling provisions for sheets and pillowcases to be circulated to industry and commerce in connection with the Proposed American Standard now up for consideration by the Board of Review. The four week time limit was included in order that labeling provisions might be available simultaneously with the approval of standards.

The use of adequate labeling in conjunction with the standard was voted by the Consumer Goods Committee. It was also recommended that the ASA should generally consider the desirability of a typical label, to be used either separately or in conjunction with manufacturer's labels, which may include such items as identification of the American Standard number, type designations, and other information relating to any consumer goods standards to be used by the manufacturers and retailers.

## Electrical Standards Committee—

The ESC reported on completion of the work of reorganizing the Electrical Standards Committee. The Communications and Electronics Division held its organization meeting on September 10, while the Power Division will meet shortly. (For a complete report of this reorganization, see INDUSTRIAL STANDARDIZATION, November 1948, page 179).

## Mechanical Standards Committee—

The Mechanical Standards Committee held a meeting on October 21 which is described on page 208 in this issue.

## Mining Standardization Correlating Committee—

No recommendations were presented to Standards Council by this committee but the present status of two of the projects under MSCC supervision were reported.

On the proposed revision of Safety Rules for Installing and Using Electrical Equipment in Coal Mines, M2-1926, the sponsors—the American Mining Congress and the U.S. Bureau of Mines—have made revisions of an earlier draft, prepared some months ago, and plan to submit the revised draft to the sectional committee later in the fall.

On the project on Safety in Quarry Op-

erations, M28, the sponsor—the National Safety Council—has selected a chairman, and the personnel of the sectional committee is being brought up to date, using as a basis for the committee's work a document prepared by the NSC two years ago.

### Safety Code Correlating Committee—

Recent actions of the SCCC were reported to the Standards Council for their review. These included the approval of personnel for sectional committees on rubber protective equipment for electrical workers, J6, and school lighting, A23.

It was announced that the International Association of Industrial Accident Boards and Commissions, which had participated actively in SCCC work for the last 27 years, had voted to withdraw from sponsorship and co-sponsorship of ASA codes, and from representation on code committees, including the SCCC. In reporting this decision, the IAIABC had stated that in the process of evolution of the State governmental agencies during the last two decades, the responsibility for code-making had, with few exceptions, passed from the workmen's compensation authorities, which are mainly concerned with the claims and the care of injured persons, into the labor departments or equivalent agencies. It had, therefore, now become impossible for the IAIABC to give first-hand qualified attention to code making. In deciding to withdraw from the ASA, the executive committee of IAIABC expressed their sympathy with the objectives of the Association but did not believe they were in a position to continue active participation in code work.

### C. E. Pettibone

WHEREAS, The Standards Council of the American Standards Association has learned with deep regret of the passing on October 10, 1948, of our associate, Mr C. E. Pettibone; therefore be it

*Resolved*, That in the death of C. E. Pettibone, Vice-President, and Manager of the Engineering Department, of the American Mutual Liability Insurance Company, Boston, Massachusetts, the American Standards Association has sustained a distinct loss. Mr Pettibone had served on the Board of Directors of the ASA from 1936 to 1938. He had represented the National Association of Mutual Casualty Companies on Standards Council since 1929, acting as Vice-Chairman of the Council in 1937. He had also served on the Safety Code Correlating Committee since 1929, acting as its Chairman from 1933 through 1936, and continuing to serve as a member of its Executive Committee until 1945. He had served on sectional committees of the ASA, representing the National Safety Council as well as the National Association of Mutual Casualty Companies; and be it

*Resolved further*, That this resolution be spread on the minutes of this meeting and that copies be sent to the National Association of Mutual Casualty Companies, the American Mutual Liability Insurance Company, and to Mr Pettibone's family.

A motion on the part of the Standards Council expressing regret at this resignation was unanimously approved.

### Committee on Procedure—

Changes in the ASA Procedure to simplify the methods used in approving and revising standards and to clarify the duties of sponsors were proposed. These include provisions that at the time a standard is approved the correlating committee shall designate the method to be used in revising it, and that notification of submittal of a standard shall be sent to the members of the Standards Council and to the officers of correlating committees, rather than to all the members of all the correlating committees. These changes are being sent to letter ballot of the Council.

A general correlating committee to assume responsibility for projects now under the supervision of the Board of Examination and to function in the same way as other correlating committees was proposed. The proposal would abolish the Board of Examination and give the responsibility for approval of actions taken by other correlating committees to special committees to be set up for the purpose. This proposal will be voted on by letter ballot.

### Special Committee on Metric Policy—

After circulating two questionnaires to ASA Company Members in an attempt to obtain a view of American industry on the co-existence of the English and metric systems of measurement, the Special Committee reported its findings to the Standards Council. A resolution thanking the committee members for their work and dismissing them from further action on this subject was then approved.

### Committee on Sizes of American Standards and Vendors' Catalogs—

Recommendation that the standard nominal trimmed size of American Standards published by the ASA shall be either 8½ by 11 inches, 6 by 9 inches, or 5¼ by 7¾ inches as appropriate for cabinet and binder filing, for books, or for pocket-size books was made in an interim report of this committee. In the interests of standardization, it was also recommended that the Member-Bodies and sponsor organizations be asked to consider the adoption of the foregoing standard sizes in publishing standards issued by them or intended for reference to the ASA. While the committee voted strongly in favor of these motions, there was some important opposition. With a little more time, the committee feels it can harmonize these differences. It was therefore suggested that the Standards Council take no action on this matter just yet.

### International Electrotechnical Commission—

Committee meetings were held in Stockholm, Sweden, October 11-16. ISO delegates from 13 countries attended, including J. W. McNair, ASA staff engineer, who represented the United States. Also present was Henry St Leger, general secretary of the International Organization for Standardization. The IEC now operates as the Electrical Division of the ISO.

In the Advisory Committees a number of agreements were reached and will be sent out for final consideration by the national committees.

The Committee on Traction Equipment reached agreement on new temperature rises and methods of measurement for railway motors.

The Committee on Radio divided itself into two parts, one of which gave final consideration to a safety specification for radio broadcast receivers and the other gave preliminary consideration to radio components.

The Committee on Wiring Devices gave final consideration to an International Publication on Wall Plugs and Receptacles. While this does not reconcile European and American practice, it has resulted in the elimination of many European types, and records both American and foreign practice. Consideration was also given to fuses in domestic establishments.

The Committee on Lamp Caps and Holders considered the work of a preparation committee in lining up the various national standards for incandescent lamps and began work on electric discharge lamps.

The Committee on Power Capacitors held its first meeting and the basis was laid for a specification covering capacitors of the type used for power factor correction.

The meetings of the IEC Council gave consideration to methods of improving the speed and effectiveness of the work of the IEC as well as to its finances. A finance committee was appointed to look further into this matter.

Two new Advisory Committees, the first on electric lamps with Great Britain holding the secretariat, and the second on dry cells and batteries with France as secretariat, were appointed.

### L. F. Adams

WHEREAS, The Standards Council of the American Standards Association has learned with deep regret of the passing on October 14, 1948, of our associate and chairman, Mr L. F. Adams; therefore be it

*Resolved*, That in the death of L. F. Adams, Standards Consultant of the General Electric Company, Schenectady, New York, the American Standards Association has sustained a distinct loss. Mr Adams had represented the National Electrical Manufacturers Association on the Standards Council continuously since May 13, 1927, acting as Vice-Chairman of the Council during 1946, 1947, and the first seven months of 1948 when he became Chairman serving as such until the time of his death. He had also served on the Electrical Standards Committee, the Mechanical Standards Committee, the Consumer Goods Committee, and the Safety Code Correlating Committee acting as Chairman of the Safety Code Correlating Committee during 1937, 1938, and 1939. Mr Adams also served on the Board of Examination and the Committee on Procedure. He was the representative of the National Electrical Manufacturers Association on many Sectional Committees for the development of standards in the fields of electrical, mechanical, and safety engineering fields; and be it

*Resolved further*, That this resolution be spread on the minutes of this meeting and that copies be sent to the National Electrical Manufacturers Association, the General Electric Company, and to Mr Adams' family.

# Mechanical Standards Committee

## Studies Possible New Projects

Committee hears reports of progress made by sectional committees and recommends American representation in international work on ball and roller bearings

AT its meeting October 21, the Mechanical Standards Committee decided to continue two surveys being made at the direction of the Committee to determine

whether American industry favors the initiation of projects on materials handling equipment and on metal drums for oils, greases, and other materials. The surveys are being

made on recommendation of the Program Committee of the MSC. In the case of materials handling equipment it was decided that it was important to find out more specifically what subjects should be considered if such a standardization program should be undertaken.

As the result of a survey requested by the American Gas Association, the MSC decided that it would not be desirable at this time to initiate an ASA project on packaging of pipe fittings, sizes 2 in. and under. The survey had included both producer and user groups, including government bodies, and had indicated that there is little support among these groups for such a project.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

Of INDUSTRIAL STANDARDIZATION, published monthly at New York, N. Y., for Oct. 1, 1948.

State of New York, County of New York, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Ruth E. Mason, who, having been duly sworn according to law, deposes and says that she is the editor of the INDUSTRIAL STANDARDIZATION and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly, or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933 and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Standards Association, Inc., 70 East 45th Street, New York 17, N. Y. Editor, Ruth E. Mason, 70 East 45th Street, New York 17, N. Y. Managing Editor, none. Business Manager, none.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) American Standards Association Incorporated, 70 East 45th Street, New York 17, N. Y., Frederick R. Lack (Vice-President, Western Electric Company, Inc., New York) President, 70 E. 45th Street, New York 17, N. Y. G. F. Hussey, Jr., Secretary, 70 East 45th Street, New York 17, N. Y. It is a non-profit organization supported by dues from members.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is ..... (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

RUTH E. MASON,  
Editor.

Sworn to and subscribed before me this 22nd day of September, 1948.  
(Seal)

LYDA I. GUSTAFSSON.  
(My commission expires March 30, 1949.)

### Consideration of the Problem Of Knurling Practice Requested

A request from the Company Member Conference that the MSC consider the problem of knurling practice, including the standardization of knurling tools was referred to the Sectional Committee on Small Tools and Machine Tool Elements, B5.

A scope of work proposed by the sectional committee on Ball and Roller Bearings, B3, is being sent to letter ballot of the Mechanical Standards Committee. It reads as follows:

Terminology and definitions of bearings and bearing parts; nominal dimensions and tolerances of ball and roller bearings affecting their assembly with other machine parts; methods of inspection; methods of evaluating load ratings; dimensions of mounting accessories; practice of packaging bearings for domestic use and export.

The Sectional Committee on Numbering System for Anti-Friction Bearings, B54, reported that a subcommittee appointed to draft an American Standard based on the system developed by the Anti-Friction Bearing Manufacturing Association expects to

(Continued on page 210)



*"... shall witness live in BRASS of this day's work"*

( KING HENRY THE FIFTH, ACT IV, SCENE III )

KING HENRY V, meeting the French assault at Agincourt, thus foretold the immortality of the English yeoman, his long bow, and his "cloth-yard shaft."

And when he spoke of immortality, he naturally spoke of Brass. For so many monuments, tablets, and memorials of medieval times were made of the golden-yellow alloy because it was known to be almost ageless in its defiance of wear and the elements. Many of these memorials, even when excavated, have been found well *self-preserved* since early in the 14th Century.

For the selfsame reason, nowadays, Brass comes naturally to mind when product-designers want to foretell the future with utmost certainty as to their product's performance and their customers' loyalty. Then they can know that, far into the future, Brass will bear *working witness* to their sound business judgment.

Many of these designers, furthermore, specify *Bristol Brass* as a matter of course, for they have learned that Bristol Brass sheet, rod, and wire always meet specifications physically,

dimensionally, and delivery-wise. If you have design work now in process, have Bristol's Sales Engineering Laboratory point out to you the special benefits... both in manufacturing and selling... which will follow on your own specification of Bristol Brass.

## THE BRISTOL BRASS CORPORATION

*Makers of Brass since 1850, Bristol, Conn.*

Pittsburgh Office: 418 Frick Bldg., Pittsburgh 22, Pa.

start work soon. It had delayed action waiting until the AFBMA had formally approved its own numbering system.

A draft standard providing four shades of gray for finishes of industrial apparatus and equipment has been circulated to members of sectional committee Z55 and interested groups. Color chips illustrating the proposed draft are being prepared.

A report on the mechanical projects organized under the procedure of the International Organization for Standardization was presented to the Mechanical Standards Committee. Invitations to take an active part in these projects had been referred to the American groups having a substantial interest in them. Whenever an ASA sectional committee is handling an American project on the

subject, the invitation to participate in the ISO work is placed before it and its sponsors. In the case of ISO 4 on Ball and Roller Bearings, this question was referred to Sectional Committee B3 which decided that it would like to take an active part in the international work. As a result, the MSC recommended to the Standards Council that American industry be represented on ISO committee 4, and the recommendation was accepted by the Council October 22.

In the case of project ISO 11 on Test Pressures for the Acceptance of Stationary Boilers and Unification of Boiler Construction Codes, American industry had been invited not only to participate in the ISO work but also to assume the secretariat of the ISO technical committee. This invitation has been referred to the

ASME Boiler Code Committee and a reply is expected soon.

Officers and members of the Executive Committee of the Mechanical Standards Committee are:

Frank T. Ward, American Transit Association, *Chairman*  
F. O. Hoagland, National Machine Tool Builders' Association, *Vice-Chairman*  
D. E. Batesole, Society of Automotive Engineers  
L. W. Kattelle, Manufacturers Standardization Society of the Valve and Fittings Industry  
J. R. Kruse, American Society of Mechanical Engineers  
Charles M. Parker, American Iron and Steel Institute  
J. R. Townsend, American Society for Testing Materials

# ASA STANDARDS ACTIVITIES

## Status of Standards As Of November 5, 1948

### American Standards Approved Since October 8, 1948

Allowable Concentration of Manganese, Z37.6-1948 (Revision of American War Standard Z37.6-1942)

*Sponsor:* U. S. Public Health Service

### Standards Being Considered for Approval

By the Standards Council—

Dimensions for Radiographic Intensifying Screens, Z38.1.50

Method for Determining the Melting Point of the Photographic Layer of Films, Plates, and Papers, Z38.8.20

Dimensions for 70-Millimeter Perforated (and Unperforated) Film (Revision of Z38.1.2-1941)

*Sponsor:* Optical Society of America

Specifications for Indiana Limestone, A93  
*Sponsor:* Indiana Limestone Institute

By the Board of Review

Administrative Requirements for Building Codes, A55 (Revision of A55.1-1944)

*Sponsors:* American Municipal Association; Building Officials Conference of America

Allowable Concentration of Xylene, Z37.10 (American War Standard) Z37.10-1943

*Endorsing Sponsor:* American Conference of Governmental Industrial Hygienists

Specifications for Sheets and Pillowcases, L4.1

*Sponsor:* American Hospital Association

Accelerated Ageing of Textile Dyes with Sulfur, L14.1

Colorfastness of Textiles to Acids and Alkalies, L14.2

Colorfastness of Wool Textiles to Carbonizing, L14.3

Colorfastness of Silk to Degumming, L14.4

Colorfastness of Textiles to Fulling, L14.5

Colorfastness of Wool Textiles to Mill Washing and Scouring, L14.6

Colorfastness of Silk to Peroxide Bleaching, L14.7

Colorfastness of Textiles to Sea Water, L14.8

Colorfastness of Textiles to Stoving, L14.9

Test for Mercerization, L14.10

Evaluation of Wetting Agents, L14.11

Definition of Terms Relating to Textile Materials (ASTM D 123-47; ASA L14.12)

General Methods of Testing and Tolerances for Cotton Yarn (Tentative) (ASTM D 180-47T; ASA L14.13)

Methods of Testing and Tolerances for Cotton Sewing Threads (ASTM D 204-42; ASA L14.14)

Methods of Test for Osnaburg, Cement Sacks (ASTM D 205-39; ASA L14.15)

Methods of Testing and Tolerances for Woven Tapes (ASTM D 259-44; ASA L14.16)

Methods of Testing and Tolerances for Certain Light and Medium Weight Cotton Fabrics (ASTM D 274-36; ASA L14.17)

Methods of Test for Asbestos Yarns (ASTM D 299-42; ASA L14.18)

Method of Determining Relative Humidity (ASTM D 337-34; ASA L14.19)

Methods of Test for Holland Cloth (ASTM D 376-35; ASA L14.20)

Methods of Testing and Tolerances for Woolen Yarns (ASTM D 403-44; ASA L14.21)

Methods of Testing and Tolerances for Worsted Yarns (ASTM D 404-44; ASA L14.22)

General Methods of Testing Cotton Fibers (Tentative) (ASTM D 414-47T; ASA L14.23)

Method of Test for Strength of Rayon Woven Fabric When Wet (ASTM D 415-38; ASA L14.24)

Method of Testing Pile Floor Covering (ASTM D 418-42; ASA L14.25)

Methods of Test for Fineness of Wool (Tentative) (ASTM D 419-47T; ASA L14.26)

Methods of Testing and Tolerances for Certain Carded Cotton Gray Goods (ASTM D 433-39; ASA L14.27)

Methods of Testing and Tolerances for Certain Wool and Part Wool Fabrics (ASTM D 462-44; ASA L14.28)

Methods of Test for Fineness of Wool Tops (Tentative) (ASTM D 472-47T; ASA L14.29)

Methods of Testing and Tolerances for Spun Rayon Yarns and Threads (ASTM D 507-44; ASA L14.30)

Methods of Testing and Tolerances for Yarns Spun from Mixed Fibers (ASTM D 508-43; ASA L14.31)

Method of Test for Fiber Length of Wool (ASTM D 519-40; ASA L14.32)

Methods of Testing Rayon Staple (ASTM D 540-44; ASA L14.33)

Methods of Testing and Tolerances for Single Jute Yarn (ASTM D 541-41; ASA L14.34)

Methods of Testing Woven Asbestos Cloth (ASTM D 577-42; ASA L14.35)

Methods of Testing and Tolerances for Glass Yarn (Tentative) (ASTM D 578-47T; ASA L14.36)

Methods of Testing and Tolerances for Woven Glass Fabrics (ASTM D 579-47; ASA L14.37)

Methods of Testing and Tolerances for Woven Glass Tapes (ASTM D 580-47; ASA L14.38)

Methods of Testing and Tolerances for Woven Glass Tubular Slewing and Braids (ASTM D 581-44; ASA L14.39)  
Method of Test for Hard Scoured Wool in Wool in the Grease (Laboratory Scale Operations) (ASTM D 584-47; ASA L14.40)

Methods of Testing Asbestos Tubular Slewing (ASTM D 628-44; ASA L14.41)

Methods of Testing and Tolerances for Certain Fine Staple Cotton Gray Goods (ASTM D 679-44; ASA L14.42)

Methods for Testing and Tolerances for Certain All-Cotton and Cotton-and-Rayon Fine Fancy Goods (ASTM D 680-44; ASA L14.43)

Methods of Testing and Tolerances for Jute Rove and Plied Yarn for Electrical and Packing Purposes (Tentative) (ASTM D 681-42T; ASA L14.44)

Methods of Testing and Tolerances for Rope (Leaf and Bast Fibers) (ASTM D 738-46; ASA L14.45)

Methods of Testing and Tolerances for Spun, Twisted, or Braided Products Made from Flax, Hemp, Ramie, or Mixtures Thereof (ASTM D 739-46; ASA L14.46)

Method of Test for Compatibility of Glass Yarn with Insulating Varnish (Tentative) (ASTM D 886-46 T; ASA L14.47)

Recommended Practice for a Universal System of Yarn Numbering (ASTM D 861-47; ASA L14.48)

*Sponsors:* American Society for Testing Materials; American Association of Textile Chemists and Colorists

Chip Soap (ASTM D 496-39; ASA K60.1)  
Ordinary Bar Soap (ASTM D 497-39; ASA K60.2)

Powdered Soap (ASTM D 498-39; ASA K60.3)

Compound Powdered Soap (Granulated, with Rosin) (ASTM D 691-44; ASA K60.9)

Caustic Soda (ASTM D 456-39; ASA K60.10)

Soda Ash (ASTM D 458-39; ASA K60.11)

Trisodium Phosphate (ASTM D 538-44; ASA K60.12)

*Sponsor:* American Society for Testing Materials

#### By the Board of Examination—

Specifications for Salt-Water Soap (ASTM D 593-42; K60.13)

Specifications for Liquid Toilet Soap (ASTM D 799-45; K60.14)

Specifications for Olive Oil Chip Soap (Type A, Pure; Type B, Blended) (ASTM D 630-42; K60.15)

Specifications for Palm Oil Chip Soap (Type A, Straight; Type B, Blended) (ASTM D 536-42; ASA K60.16)

Specifications for Modified Soda (Sesquicarbonate Type) (ASTM D 457-39; ASA K60.17)

Specifications for Sodium Metasilicate (ASTM D 537-41; ASA K60.18)

Specifications for Sodium Sesquisilicate (ASTM D 594-41; ASA K60.19)

Specifications for Tetrasodium Pyrophosphate (Anhydrous) (ASTM D 595-45; ASA K60.20)

Methods of Sampling and Chemical Analysis of Special Detergents (ASTM D 501-46; ASA K60.21)

*Sponsor:* American Society for Testing Materials

#### By the Building Code Correlating Committee—

Building Code Requirements for Grandstands, Tents, and Other Places of Outdoor Assembly, Z20.2 (Revision of Z20.2-1946)

*Sponsors:* National Fire Protection Association; Building Officials Conference of America, Incorporated

#### By the Mechanical Standards Committee—

Cast-Iron Pipe Flanges and Flanged Fittings (Class 125), B16.1 (Revision of B16a-1939)

*Sponsors:* Heating, Piping, and Air Conditioning National Association; Manufacturers Society of the Valve and Fittings Industry; American Society of Mechanical Engineers

#### By the Electrical Standards Committee—

Distribution, Power, and Regulating Transformers and Reactors Other Than Current-Limiting Reactors, C57.12 (Revision of C57.12-1948)

*Sponsor:* Electrical Standards Committee

#### By the Safety Code Correlating Committee—

Allowable Concentration of Methyl Chloride, Z37.18

*Endorsing Sponsor:* U. S. Department of Interior, Bureau of Mines

### Standards Submitted to ASA for Approval

Standard Specifications for Carbon and Alloy-Steel Nuts for Bolts for High-Pressure and High-Temperature Service (Revision of ASTM A194-1946; ASA G38.1-1948)

*Sponsor:* American Society for Testing Materials

### American Standards Reaffirmed

Designation of Emulsion Side of Photographic Sheet Films, Z38.1.42-1944 Reaffirmed 1948

Practice for Temperature of Processing Solutions, Z38.8.1-1944 Reaffirmed 1948

*Sponsor:* Optical Society of America

### American Standards Being Considered for Reaffirmation

Method of Computing Food Storage Volume and Shelf Area of Automatic Household Refrigerators, B38.1-1944

*Sponsors:* Bureau of Home Nutrition and Home Economics, U.S. Department of Agriculture; American Society of Refrigerating Engineers

### American Standards Withdrawn

Photographic Filter Terminology and Nomenclature, Z52.61-1945 (American War Standard)

### Withdrawal of Approval Being Considered

#### By the Mechanical Standards Committee—

Pressure-Temperature Ratings for Cast-Iron Pipe Flanges and Flanged Fittings, B16a1-1943 (American War Standard)

### New Project Approved Sectional Committee to be Formed

Standardization of Architectural Drawing

### New Project Requested

Standardization of Terminology, Sizes, Measurements and Markings of Baking and Top-of-Range Cooking Utensils (Requested by American Home Economics Association)

## Wanted

Graduate engineer to head Quality

Control Department for large company

making small precision instruments.

Ability to deal with and analyze

statistics required. Engineering and

manufacturing experience necessary.

Visiting branch plants in U. S. A. and

abroad would be part of duties.

Reply —

Industrial Standardization

Box 103

# New American Standards Available

ASA NUMBER	TITLE AND DESCRIPTION OF STANDARD	PRICE
A1.5-1948	<b>Chemical Analysis of Portland Cement, Method of (ASTM C114-47)</b> Procedures for the chemical analysis of portland cement are outlined here.	.50
A1.7-1948	<b>Fineness of Portland Cement by the Turbidimeter, Method of Test for (ASTM C115-42)</b> ..... This method of test covers the Wagner turbidimeter apparatus and procedure for determining the fineness of portland cement as represented by specific surface expressed as total surface area in square centimeters per gram of cement.	.25
A1.8-1948	<b>Autoclave Expansion of Portland Cement, Method of Test for (ASTM C151-43)</b> ..... By means of an autoclave test on a 1 by 1 inch neat cement specimen, the soundness of portland cement is determined.	.25
A1.9-1948	<b>Air Content of Air-Entraining Portland-Cement Mortar, Method of Test for (ASTM C185-47T)</b> ..... Under the conditions specified, the air content of air-entraining portland-cement may be determined.	.25
A1.10-1948	<b>Heat of Hydration of Portland Cement, Method of Test for (ASTM C186-47)</b> ..... This method of test is intended for determining the heat of hydration of a cement by measuring the heat of solution of the dry cement and the heat of solution of a separate portion of the cement that has been partially hydrated for 7 or 28 days, the difference between these values being the heat of hydration for the respective period of curing.	.25
C59.11-1948	<b>Impact Resistance of Plastics and Electrical Insulating Materials, Methods of Test for (ASTM D256-47T)</b> ..... These methods of test are intended to determine the relative susceptibility to fracture by shock of plastic materials and electrical insulating materials as indicated by the energy expended by a standard pendulum-type impact machine in breaking a standard specimen in one blow.	.25
Z11.5-1948	<b>Cloud and Pour Points, Method of Test for (ASTM D97-47)</b> ..... The test for cloud point is intended for use only on oils which are transparent in layers 1½ inches in thickness, while the test for pour point is intended for use on any petroleum oil.	.25
Z11.16-1948	<b>Analysis of Grease, Methods of (ASTM D128-47)</b> ..... These methods of analysis permit determinations sufficiently accurate for referee purposes of all the constituents of greases likely to be covered by specifications. These constituents are fillers and ash, soap bases, soap, glycerin, fat, water, excess alkali or acid, petroleum products, and unsaponifiable matter.	.25
Z11.52-1948	<b>Oil Content of Paraffin Wax, Method of Test for (ASTM D721-47)</b> ... A procedure for the determination of the amount of oil in paraffin wax having a melting point of 105 F or higher, and containing not more than 15 percent of oil is described here.	.25

These standards are all sponsored by the American Society for Testing Materials.

